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Framing the Public Library:
The Public Perception of the Public Library in the Media

Amy Phillips, MA, MLS

A dissertation submitted in partial satisfaction of the requirements for the degree Doctor of Philosophy in Library and Information Science

DOMINICAN UNIVERSITY

July, 2012
Appendix H
Dissertation Approval Form

WE HEREBY APPROVE THE DISSERTATION SUBMITTED BY

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Spinning the Public Library: Public Perception of the Public Library

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Dominican University

FRAMING THE PUBLIC LIBRARY: THE PUBLIC PERCEPTION OF THE PUBLIC LIBRARY IN THE MEDIA

Amy Phillips, MA, MLS

Abstract of Dissertation
A dissertation submitted in partial satisfaction of the requirements for the degree Doctor of Philosophy in Library and Information Science
ABSTRACT

This study was designed to investigate the public perception of the public library. The study used framing as created by Goffman and applied by media studies for its theoretical framework. The study sought to examine how the public’s framing of issues around local library campaigns reflected the public’s perception and opinion of the library. The study surveyed the frames that emerged in editorial newspapers texts written in conjunction with local library funding campaigns between 2005-2010. To study the framing process in the editorial newspaper texts, constructionist discourse analysis was used as the study’s methodology.

There were several findings from this study that revealed how the public’s discourse created frames revealing their opinions about the public library. The study identified the top frames about public libraries that the public constructed in response to local library funding campaigns. It investigated the correlation between frames and the results of the library funding campaigns. It explored regional and population differences between the frames. It examined how this study’s results compared with past organizational and academic research. The study’s implications provided ways for the library profession to apply framing to influence the public perception of the public library.
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CHAPTER 1

INTRODUCTION

The Benton Foundation (1997) report *Buildings, Books, and Bytes* alerted the library profession that there were strong public perceptions of the public library. Library professionals were dismayed to learn the public’s perception of the library was of a book warehouse that was fast becoming a museum to the printed book in a digital world (St. Lifer & Rogers, 1996). This report raised a level of concern among library professionals. The reason for this concern was an understanding that if the public viewed the library as a museum in a digital age, the library would lose its standing as a legitimate organization within the community. This loss of legitimacy could result in support issues for the library (Suchman, 1995).

The library community since the Benton Foundation (1997) report has sought to examine the public perception of the public library as the information landscape has morphed with the Internet, eBooks, and social media. In follow up reports compiled by organizations such as OCLC, a more positive perception of the public library has emerged. The research reflects a changing picture of libraries and their role in society. The organizational studies have presented a public perception of the public library as an organization that is essential to the community, providing much needed services, influencing lives, and are good stewards of the public’s tax funds (OCLC, 2008, 2011; Public Agenda 2006). While libraries may still be associated with books (OCLC 2005, 2011), they are valued for their work as an information agency and community service provider. These studies and reports present a very different view of the library than in the Benton Foundation (1997) report. The organizational studies
present a library organization the public views as legitimate and the public is ready to fund (Public Agenda, 2006; Suchman, 1995).

Despite the positive perception that has appeared in the more recent organizational reports about the public library, the researcher encountered a series of media texts comprised of newspaper editorials and magazine articles written directly by the public. These media texts presented an image of an organization that is outdated and no longer valued by society. One writer proclaims, “With the advent of Google, virtually no serious research is carried on in the library stacks” (Elmore, 2008). Another editorial writer states, “Libraries are an obsolete place to store and disseminate information” as “libraries provide only remote, slow and inconvenient access to limited and often outdated information” (Hirschey, 2006). A third writer suggests, “There has been no discussion of alternatives or the changes coming. Internet search engines already make available what will certainly become the world's greatest library. It will be made available online, mostly free or for a nominal price (for the books that are still under the copyright protection)” (Golyansky, 2009). The researcher perceived these writers as telling a different story than the formal organizational reports. She wondered why these public discourses were so different from the organizational studies.

**Potential Weakness of Traditional Survey Methods**

The researcher saw a strong disconnect between the responses in the organizational studies and the public’s discourse. This led her to the question of why there is a difference between the public’s discourse and the formal studies. One reason she discovered for this disconnect was the methods used in the organizational, academic, and professional research studies. This included surveys and questionnaires. Research had questioned the overall validity of questionnaires and surveys used to measure public opinion on a variety of
subjects. A *Wall Street Journal* article noted that over 11% of people had admitted to lying to pollsters (Gamerman, 2008). In addition to issues with lying on surveys, there was a concern with whose opinions are represented by the survey (Scheufele, Shanahan, & Kim, 2002). People who do not hold a particularly strong opinion may frequently answer in neutral ways. The results were a type of noise which left “only the non-random, well informed views of social elites” (Scheufele, Shanahan, & Kim, 2002, p. 431). These two examples suggested that opinions identified through surveys did not accurately reflect the public’s opinion.

In addition to these two examples, Zaller (1992), in his seminal work *The Nature and Origins of Mass Opinions*, presented several arguments as to why results from questionnaires, surveys, and polls may not reflect the public’s true opinion. He noted that “entirely trivial changes in a questionnaire construction such as switching the order in which the questions are asked or response options are listed, can easily produce 5 to 10 percentage point shifts in aggregate opinion” (Zaller, 1992, p. 28). Zaller pointed out that a single individual’s opinion can change rapidly over time even when the same questions are asked. He attributed this to people trying to map complex opinions to the simplified questions of the survey. Because survey questions often did not require in-depth answers, people’s responses to them may only probe the surface and not reflect the individual’s complex feelings about the issue (Zhou & Moy, 2007). Zaller argues that people hold many schemas in their mind that they tap into to form and answer questions about a particular subject. A differently worded question trying to measure the same thing as another question may result in a different schema being tapped (Perloff, 2010). This could result in the person giving a different response. For these reasons, there could be a disconnect between the perceptions
revealed in an organizational or academic study and the perceptions revealed in a person’s direct discourse.

**Framing and Public Opinion**

Since traditional survey methods are unable to capture the complex schemas that form people’s opinions, the researcher sought an alternative to study the public opinion of public libraries. She encountered framing as that alternative. Framing is a tool used in political science and social science to measure and examine public opinions. “Individual frames are often thought of as internal structures of the mind (or schemas) that help individuals cope with large amounts of information available to them” (Tewksubry, Jones, Peske, Raymond, & Vig, 2000, p. 805). Frames tie these schemas together into “a unifying concept that serves to punctuate, elaborate, and motivate action on a given topic” (Creed, Langstraat, & Scully, 2005, p. 37). The unification that happens when framing occurs allows a person to articulate their complex opinions. Framing reinforces the values an individual holds on a particular topic as the individual articulates frames in their daily conversation (Brewer, 2002). Through the study of discourse and the framing process, a researcher can identify a person’s view or opinion on a particular subject.

Framing, as a method, appears most frequently in media studies. Media studies have demonstrated that by investigating frames, people’s values and perceptions of an issue can be revealed (Perloff, 2010). The framing in the media has been shown to reflect the public’s agenda, the public’s perceptions of social problems, and the public’s preferred solution to a problem (Altheide & Michalowski, 1999). Studies have demonstrated that public opinion is influenced by how issues are framed by the media (Gross & D’Ambrosio, 2004). By examining and analyzing the discourse that arises within the media, frames for a certain
subject can be identified. As a person articulates these frames in their discourse, they reveal their values or opinions as they pertain to a certain issue. Since frames illustrate the complex opinions that people hold (Zhou & Moy, 2007), the library profession can use frames found in the media to identify people’s opinions and values of the public library. By identifying the frames, the library profession can explore the complexity of the public’s perception of the library.

**Research Questions**

To study the public perception of public libraries, the researcher will use the concept of framing.

The guiding question for the study was how to examine the public perception of the public library using a theoretical framework of framing and the methodology of discourse analysis in order to gauge the public’s opinion of the library. Three research questions emerged from this primary question.

1. What frames appear most often in the media discourse surrounding public libraries and their funding campaigns? How do these frames reflect the public’s opinions of libraries?
2. Do different geographic and population regions of the United States have different frames concerning the public library? If they do, what are the differences between the regions?
3. How do these frames correspond with the organizational, academic, and professional research that has been done on the public’s perceptions of libraries?

**Definitions**

These terms are used throughout the study and are defined here for clarification.
**Discourse** – “Formal and orderly and usually extended expression of thought on a subject” *(Merriam-Webster Online, 2011).*

**Editorial** – A newspaper article written to present or argue a certain opinion held by the author. An editorial appears in the editorial or op-ed section of the newspaper. It may be written by a newspaper employee or a guest columnist.

**Editorial Newspaper Texts** – An editorial, letter to the editorial, or a rebuttal to a formal editorial or letter to the editor. This is an all-encompassing term for the writings located in the editorial page.

**Frames** – Frames organize people’s experiences *(Goffman, 1974).* “Frames are seen as patterns of interpretation through which people classify information in order to handle it efficiently. Framing emphasizes specific aspects of reality; furthermore specific attributes, evaluations or decisions are assigned to recipients…. A Frame can be identified in three ways (1) as a cognitive complex of related schemata for references, such as events, causes, consequences, (2) in public or inter-media discourse, (3) as a textual structure of discourse products (e.g. press releases, newspaper articles)” *(Scheufele, 2004, p. 402).*

**Framing** – “Framing refers to the selecting and emphasizing certain aspect of experience or ideas over others” *(Andsager, 2000, p. 578).* Framing occurs when the media selects “some aspect of a perceived reality and make it more salient in a communicating text, in such a way to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation” *(ibid).*

**Image** – “A concept or impression, created in the minds of the public, of a particular person, institution, product, etc.” *(OED Online, 2010).*
Letter to the editor – A letter sent to a newspaper that is written in response to previously printed articles or editorials or to present and argue a certain opinion held by the author on a particular issue. A letter to the editor appears in the editorial or op-ed section of the newspaper.

Media – “The range of nonpersonal communications channels that includes print media (newspapers, magazines, direct mail), broadcast media (radio, television), and display media (billboards, signs, posters, CD, and DVD), and new interactive media (telephones, Internet, instant messaging, e-mail)” (Doyle, 2011).

Opinion – “A view held about a particular issue; a judgment formed or a conclusion reached; a belief; a religious or political conviction” (OED Online, 2011).

Perception – “An interpretation or impression based upon such an understanding; an opinion or belief” (OED Online, 2010).

Public – “Of or relating to the people as a whole; that belongs to, affects, or concerns the community or the nation” (OED Online, 2011).

Public Library – (FSCS definition) “An entity that is established under state enabling laws or regulations to serve a community, district, or region, and that provides at least the following: 1.) an organized collection of printed or other library materials…; 2.) Paid staff; 3.) An establishment in which services…are available to the public; 4.) The facilities necessary to support such collection, staff, and schedule; and 5.) Is supported in whole or part with public funds” (de la Pena McCook, 2004, pp. 2-3).

Public Opinion – “An opinion held by the majority of people; views prevalent among the public; what is generally thought about something” (OED Online, 2011).
Value – “the regard that something is held to deserve; importance or worth” (*The Concise Oxford English Dictionary*, 2008).

**Purpose and significance**

The purpose of this study was to examine the public perception of the public library using a theoretical framework and methodology which would gauge the public’s opinion of the library. This study emerged from the researcher’s question – does traditional organizational and academic research accurately measure the public’s opinions of library. To achieve the purpose of the study, the researcher chose the theory of framing as developed in media and communication studies. The research focused on the discourse constructing the editorial newspaper texts written in conjunction with local library funding campaigns. Combining frames with discourse analysis allowed the researcher to extract people’s perception of the library which might otherwise not have been reported by an individual.

The significance of the study is that it highlights how people present their perceptions of the public library in their own words. It demonstrates that there are alternative perceptions which are not represented in past studies. The study provides an alternative method to explore the public perception of the public library. This alternative method permits the library professional or the researcher to examine the public perception at a macro level–state or national, and at a micro level-local. The study lays the foundation for building a toolkit that library professionals can use to build frames that can influence the public’s perception of the library.

**Methodology**

This study uses a qualitative approach to evaluate the 670 frames retrieved through the sampling process. The researcher utilized constructionist discourse analysis to study the
framing of the public library in the editorial newspaper texts associated with local library funding campaigns. Discourse analysis was chosen because of its focus on how language constructs the idea of an object, situation, or person (Rapley, 2009). In this study, the researcher studied how the discourse revealed the frames reflecting the public perception of the public library.

To assist with documenting the frames identified through the discourse analysis, the researcher adopted a protocol used in conjunction with qualitative document analysis (Altheide, 1996). This protocol provided steps for the researcher to follow to identify, record, and code the frames analyzed in this study. This process allowed the researcher to identify the top frames associated with the public library.

This study is divided into six parts. The next chapter reviews the literature associated with organizational, academic, and professional studies which examine the public perception of the library. Chapter three develops the theoretical foundations for this study. Chapter four describes the study’s methodology. Chapter five details the data analysis process used to collect the data for this study. Chapter six presents the study’s findings. Finally, chapter seven looks at the implications of this study and further studies that can be conducted.

CHAPTER 2

LITERATURE REVIEW

Introduction

The public’s perception of libraries has been researched in a variety of manners. Interest in the public’s perception of libraries emerged early in library literature and continues to the present day. The literature discussing the perception of libraries can be traced through historical writings of the profession. The perception of the library by the
public has concerned both individual researchers and large organizations. The literature
displays the attempts of the library profession to identify and track the public’s perception of
the library.

**Historic References**

The perceptions that the public holds about libraries have been a concern throughout
the history of public libraries. Historical professional writings stress the importance of
understanding what influences the public’s perception. Wheeler (1924) noted the public’s
impression of the library was based on generalities. He commented that perceptions were
often formed “on unexpected interpretation of insignificant facts or on curious ideas rather
than correct understanding” (Wheeler, 1924, p. 93). Wheeler suggested that many things
would influence the public’s perception of the library, such as quality of service,
professionalism of the staff, the portrayal of the library in the media, and the overall
atmosphere of the library. Following Wheeler, Johnson (1971) in his 1956 introduction to
“Public Library Services” commented that the perception of the public library did not lie in
its function as a repository of knowledge but in its service to the public. He suggested that the
public’s perception was not built upon the circulation or the cataloging of the library’s
collection, but the public’s view of how accessible the library was to the public. Leigh and
Sewny (1960) postulated that the librarian exerted the largest influence on the public’s
construction of the image of the library. They observed “for most people the library and
librarian are merged into a single image” (Leigh & Sewny, 1960, p. 2090). Leigh and Sewny
argued that the public had a low opinion of the librarian, and by association, the library.
Wheeler, Johnson, Leigh and Sewny presented three views on how the public’s perception of
the library was formed in the first 60 years of the 20th century.
Organizational Research

Shifting away from writing that expressed an author’s opinions, research has emerged seeking to describe and measure the public’s actual perception of the public library. One portion of this research was conducted by not-for-profit organizations, foundations and state libraries. This research has documented the public’s perception as revealed through research methods such as surveys, interviews, and focus groups.

Academy for Education Development, Inc. report

*The Use of Libraries and the Conditions that Promote Their Use*, compiled by Academy for Education Development, Inc. (1967), was one of the earliest reports that sought to “throw light on…the public ‘image’ of libraries” (p. 3). This report used a survey with a series of questions which were developed by Dr. Hendelsohn and administered by Gallup. One of the things that made this study unique was it was one of the first to survey non-users. Past studies had gathered information about non-use by extrapolating data gathered about users.

This study reports that overall the public has a “tepid” opinion of the public (Academy for Education Development, Inc., 1967). The report indicates that 40% of the respondents ranked the library as good with only 26% responding excellent and 22% indicating that they cannot assess their local library due to lack of knowledge. The study determined that the public’s perceptions were influenced by how helpful the staff was, how convenient the library was for users, the services the library performed and the library’s atmosphere. This study provided a foundation for the idea of the public perception of the public library.
Colorado State Library Study

Another early study on the public’s perception of libraries was conducted by the Colorado State Library. In *A Survey of the Attitudes, Opinions, and Behavior of Citizens of Colorado with Regard to Library Services*, the Colorado State Library (1973) investigated the attitudes of Colorado citizens towards libraries through interviews of 1006 people throughout Colorado. This report developed an image that was drawn from a questionnaire that tried to determine the public’s overall attitudes towards their public library and the services that were provided. The study noted that people felt that the librarians were more concerned with the collection than the patrons. The study also noted that the library felt too old fashioned for the public so they felt less than comfortable there. The study concluded that people perceived the library as a place to go for books and do research. The study illustrated both Leigh and Sewny’s (1960) comment about the influence of the attitude of the librarian as well as Johnson’s comment about the effect of the atmosphere on the public’s perception of the library. Colorado’s study was a first step in understanding the public’s perceptions of the public library in the latter part of the 20th century.

Building, Books, and Bytes

While the Colorado State Library’s report focused on regional concerns, the Benton Foundation (1997) produced the national report *Buildings, Books, and Bytes: Libraries and Communities in the Digital Age*. The report was built from two very different data gathering techniques. The first part of the report explored the public’s perception of the library. This was created through a telephone survey of 1015 adults plus a focus group that interviewed experienced library users. The second part of the report explored the vision expressed by professional leaders in the library field. This was built from examining mission statements of
libraries and then interviews with library leaders. The Benton report was considered to be one of the most influential studies of the public’s perception in the last 25 years.

The report disclosed contradictory images of the public library. The report stated that people saw the library as a highly valued institution but revealed the public was conflicted on how they felt the library should be funded. In addition, the public perceived the library in its traditional role as information provider while the library leaders presented an image of the library as a community center. There was also conflict over the role the library would play in the emerging digital environment. The library professionals envisioned the library as leading the way in digital access while the public felt that the library should focus on its traditional service of books. The report demonstrated a disconnect between the library profession’s and the general public’s visions of the future of the library.

Upon hearing about the perceptions uncovered in the report, the library profession responded to it in a variety of ways. St. Lifer and Rogers (1996) provided a summary of the report. They sounded an alarm that “the study revealed what could turn out to be the most dangerous perception the public has about libraries: equating them with museums” (St. Lifer & Rogers, 1996, p. 112). Estabrook (1997) questioned the use of a national survey when individual libraries were influenced locally. She promoted the concept that local sentiments towards libraries are a better barometer of public perception than a generic overview like the Benton Foundation report. McCook (1997) took the Benton Foundation report to task for studying primarily white middle class individuals. She felt the lack of minorities and low income individuals provided only a partial image of the library. She suggested the library profession build a new metaphor of the library that reflected the diversity of library users. Herbert (1997) responded with a complaint that the report rehashed public perceptions of
which the library profession was already aware. He recommended the report should have focused instead on frontline managers and rising library professionals. He saw a benefit in them being interviewed to determine what they viewed as the real issues and how they would address them. Herbert felt the report needed to shift focus from the public’s perception of the library to emerging leaders’ perception of the future. Each author’s response revealed a different concern over the perceptions discussed in the report.

**Public Agenda Report**

A decade after the Benton Foundation study, a new report exploring the public’s perception of libraries was conducted. This report, *Long Overdue: A Fresh Look at Public and Leadership Attitudes about the Libraries in the 21st Century*, was prepared by Public Agenda (2006). Public Agenda conducted a telephone survey of 1200 adults to determine the public’s view of the libraries, plus focus groups in five communities in different regions of the United States. This report revealed a very positive image of the public library. Gone was the museum of the Benton Foundation (1997) report. Instead, the public held an image of an organization that managed its tax dollars well and was critical for the health of the community (Public Agenda, 2006). The public still perceived the library as being grounded in traditional services but meeting the needs of the growing wired society. The public library was a contributing member of the community.

Yet, beneath this glowing overall picture of the library, *Long Overdue* showed the complexity of the public’s perception of the public library (Public Agenda, 2006). Multiple groups held multiple views of the library. One group termed the “community soldiers,” who were actively involved in the community as volunteers or charitable contributors, saw the library as meeting the needs of the community with enough resources. Young adults, 18 to 25
years old, saw the library as essential to the community but felt the loss of the library would affect very few people. Lower income individuals felt there were too few libraries and the libraries did not supply enough services such as Internet access. Despite the overall positive review of the public library, the report does show there are contradictions between groups and their view of the public library.

**OCLC Reports**

In addition to the Benton Foundation and Public Agenda reports, OCLC has produced several reports that explore the public’s perception of libraries. The first report is OCLC’s (2005) *Perceptions of Libraries and Information Resources*. This report investigated the “perceptions and preferences of information consumers” (OCLC, 2005, p. viii). OCLC sought to investigate the effects of the wired world on people’s perception of libraries. The study polled 3300 individuals through an electronic poll using both closed and open-ended questions (OCLC, 2005). The respondents were from Australia, Canada, India, Singapore, the United Kingdom, and the United States. This OCLC study revealed that consumers have a strong attachment to libraries as a nostalgic place focused on traditional images. When the study’s respondents were asked to identify a brand for the library, the overwhelming response was books. Building on this response, OCLC (2005) took a step not seen in previous reports and explored whether there was a possible opportunity of altering the public’s perception. The researchers found a potential secondary brand of the library as an information provider. This emerged as a possibility to shift the public’s perception. It suggested libraries begin with the traditional foundation and work to rejuvenate the libraries’ brand by “reconstructing the experience of using the library” (OCLC, 2005, p. 6-18) into one
that fits with the digital age. This study not only reported on the public’s perception but offered an opportunity to influence it.

OCLC followed up *Perceptions of Libraries and Information Resources* with *From Awareness to Funding: A Study of Library Support in America*. OCLC (2008) developed this report in a two-stage survey process. The first stage was an online survey of 8000 people. From this survey, all chronic self-identified non-voters were discarded. OCLC conducted a second online survey of the remaining individuals. Nineteen hundred people responded to this second survey. Through these surveys, OCLC worked to uncover how the public’s perception influenced funding for public libraries. This was a shift from previous studies that focused primarily on the overall perception of the library. OCLC discovered four different segments of library supporters. Each of these different segments has a different perception of the library that influenced their support of the library. The four segments -- super supporters, probably supporters, barriers to support, and chronic non-voters -- demonstrate the complexity of the environment in which the public library resides. The complexity is demonstrated in the fact that each segment needs a different message tailored to them to influence their perception. The report concludes “library funding support is an attitude, not a demographic” (OCLC, 2008, p. 73)

A second follow up report to OCLC’s *Perceptions of Libraries and Information Resources* is *Perceptions of Libraries, 2010*. For this report, OCLC (2011) took the responses from the United States participants in an online poll. This online poll was comprised of 100 questions, and there were 2200 respondents. The people responding to the survey were residents of Canada, United Kingdom, and Great Britain. This study was designed to gauge if
there had been any shift in the perception of libraries from 2005 to 2010. This is especially important because of several radical shifts in society, both technologically and economically.

Technologically, the rise of smart phones and social networking has changed the way people access information. Economically, the Great Recession and continued stagnated economy has changed how consumers spend money. This report reflected the Public Agenda’s (2006) reports findings. OCLC (2011) found that the public viewed libraries as valuable assets to the community; this value increases if a person has seen a downturn in their economic status. In addition to the public’s valuing the library, OCLC found that the public still associates libraries with books. This perception was even stronger than it was in 2005 OCLC study. This increased association with books seems at odds with the variety of services the public libraries have been offering. This continued image of the public library being associated primarily with books seems to hint that there are forces outside the library that influence the public’s perception of it.

Studies such as those conducted by the Benton Foundation and OCLC provide the library field with rich data on the public’s perception of libraries. They can provide longitudinal data such as the Colorado State Library (1973) report, the Benton Foundation (1997) report, and the Public Agenda (2006) report. These reports conducted over four decades can supply the profession with information about how public perceptions have changed over time. Reports such as OCLC’s (2005, 2008, 2011) furnish glimpses about how public perception may be influenced or changed. These reports conducted by organizations lay the foundation for the library profession’s understanding of the public perceptions of public libraries.
**Academic and Professional Research**

While there are strong foundational studies of the perception of libraries conducted by organizations such as OCLC, the academic and professional research communities are sporadic in their research of the public’s perception of the public library. One area of study that emerges frequently in the literature is a concern over the status of the profession and how this influences the public’s perception of the library. Through questionnaires and surveys, the researchers seek to determine the public’s perception of the library profession and indirectly the public’s perception of the libraries. The primary focus of these studies is on the professional status of librarians within the wider professional world. The researchers conclude that the librarians have a low professional status (Bowden, 1992; Majid & Haider, 2008). This leads the researcher to hypothesize that the low professional status of the librarians causes the community to perceive the library as having a low status as well. These reports contradict the Public Agenda (2006) and OCLC (2011) research that says the community holds librarians in high status but reinforce Leigh and Sewny’s (1960) view of a librarian’s connection with the public’s perception of libraries.

Other factors than librarians can impact the public’s perception of the library. The research in this area reflects that there are numerous things that can affect the public’s perception. One telephone survey of public library users revealed that stereotypes, past experience, and local culture would influence the public’s perception of the library (Lilley & Usherwood, 2000). This study found that one of the greatest influencers of the public’s perception of the library was the service the public received. In addition to the quality of the service, case studies found that the public’s perception would be greatly affected if the services that are implemented do not correspond with what the public sees as the library’s
mission (Kann-Christensen & Pors, 2004). Danish library patrons’ image of the library decreased when technology was implemented that they felt radically changed the service of the library. They viewed the library as a less legitimate organization because of it. This influence of services on the public’s perception can be seen in Malaysian agricultural libraries (Majid, Anwar & Eisenschitz, 2001). A questionnaire survey of 236 Malaysian scientists found a positive correlation between service and perception. The study found that library collections, adequate library equipment, sufficient facilities, and the skills of the staff generated positive perceptions of the library. These studies confirm the historical writings of Wheeler (1924) who had conjectured that staff and service would influence the perception of libraries.

Vrana and Barbaric (2007) sought to investigate the effectiveness of a library’s publicity in forming the public’s perception of the library. They surveyed 250 people in Croatia. Vrana and Barbaric determined that word-of-mouth advertising heavily influenced the public’s perception of the library. Positive word-of-mouth advertising was very effective in convincing the public to go to the library. This study reflected how members of the public could directly influence other individuals’ views overriding the public libraries’ direct marketing attempts. Vrana and Barbaric’s study demonstrates that public discourse outside the library will influence the public’s view of the public library.

Kirkup, Gambles, and Davison (1989) conducted a study of the population in South Birmingham. It sought to “examine how awareness, uses, attitudes, and needs of public services might differ between local communities” (Kirkup, Gambles, & Davison, 1989, p. 94). They surveyed 860 people using two questionnaires. One questionnaire was for those who had used the library in the past year; the other questionnaire was for people who seldom
or never used the library. The study revealed that the public perceived the library as being essential to the community. They perceived libraries in the tradition of books despite the libraries having added newer non-traditional services such as job searching assistance.

Kirkup, Gambles, and Davison’s study foreshadows what will be uncovered in the Benton Foundation (1997), Public Agenda (2006), and OCLC (2005, 2011) reports.

Another study that reinforces the longitudinal nature of previous reports is Chen’s (2008) study that investigated the public’s perception of libraries. To build her study, Chen used Q methodology to survey 33 respondents to see if they agreed or disagreed with a series of statements about the library. Chen developed the statements for her study by pulling concepts of the public library from a variety of sources including professional journals, textbooks, and librarians’ direct statements. Mirroring Public Agenda’s (2006) and OCLC’s (2011) studies, she found that people see libraries as continuing into the future and providing authoritative information. People view libraries as being a resource for books. A divergence from past studies was Chen’s finding that there is a reluctance to increase funding for libraries. This is in direct contrast with the Public Agenda (2006) study that indicated people’s willingness to support a tax increase for libraries. This study, while using a form of survey to measure the public’s perception of the library, built on the statements developed from different forms of media.

Gross (2009) focused on a technique that attempted to change the public’s perception of libraries. At the Howard County Library (HCL), the staff tried to implement the ideas from Words that Work by Frank Luntz. This book introduced the idea that using different terms may influence how people think about the library. In this paper, Gross documents how the HCL used the word “education” to demonstrate the library’s worth to the community.
She demonstrates how some of the phrases the library used containing the words education were used to help transform the library’s image. She suggests that libraries consider using what she terms as “value-enhanced terminology” to help the library demonstrate value to the community.

LaRue (2011) takes Gross’ technique further by developing a set of messages designed to present certain frames about the library to the community. He develops four frames: libraries change lives; libraries mean business; libraries build community; and libraries are a smart investment, to convey the value of the library to the community. To transfer these frames to the community, he developed the BHAG (Big Hairy Audacious Goal): The Colorado Library Advocacy Initiative. The BHAG project centers around talks composed of a gimmick, a cost-setting exercise, and stories which library advocates give to the community. In this, LaRue seeks to transform library advocacy.

In the majority of studies investigating the public’s perception of libraries, the researchers assumed that there was no difference between a person’s publically stated view of the library and their privately held perception of the library. Evjen and Audunson (2009) took a different approach in their study and investigated people’s private and public image of the public library. To determine if there was a difference between a persons’ public and private view of the library, they conducted nine focus groups of six participates each for a total of 54 people. Evjen and Audunson determined that people held two different images of the library simultaneously. The private image that emerged of the library was a place to get away from the busy world. The public image was of an organization that promoted reading and literature. These two images combined into what the public viewed as “libraryness” (Evjen & Audunson, 2009, p. 196). By identifying that the public may hold two different
images of the library, Evjen and Audunson alerted libraries that influencing the public’s perception of libraries may require complex messages.

Despite the ongoing concern of the library professional with the public’s perception, there have only been a few studies that have researched this area. The studies that have sought to measure the public’s perception by using questionnaires, surveys, and focus groups as their primary methodologies. These have revealed a variety of images. Some images reoccur over time such as libraries’ association with books. Other images appear to adjust with time such as the libraries being essential to the community. The studies reveal contradictions in the public’s perception such as the support for funding increases or the types of views held by the public. These studies also suggest that a variety of things outside the library influence the public’s perception of the public library. The research studies reveal a complexity in the public’s image of the library that may not fully be revealed by the methodology used in the different studies.

This complexity reveals a need for library professionals to explore alternative methods to determine the public’s perception of libraries. By exploring and developing alternative methods for examining the public’s perception of libraries, library professionals can identify opinions not previously examined in other studies. They can explore complex ideas that other studies have not been able to. This research study investigates the public perception of libraries through the alternative lens of framing.

CHAPTER 3
THEORETIC FRAMEWORK

To measure a person’s opinion outside of questionnaires, researchers need to scrutinize the schemas that are foundational to forming people’s opinions (Zaller, 1992).
Schemas are an individual’s collection of information that relates to their feelings and values (Van Gorp, 2007). Schemas are constructionist in nature as individuals use them to order their world. They are “mentally stored clusters of ideas that guide” people in their information processing (Entman, 1993, p. 5). An individual’s opinions are constructed based on their schemas and this is influenced by the different aspects in society (Van Gorp, 2007). The media may be very influential in helping people process their schemas and form them into opinions. This opinion formation can be found in all aspects of society.

Building on this idea, this research study will use frames and framing as its theoretical foundation to explore people’s perception and opinions of the library. People use their opinion schemas to form and process frames (Scheufele, 2004). The concept of frames was first formulated by Goffman (1974). Goffman postulated that frames are “about the organization of experience” (Goffman, 1974, p. 13). Frames work to bracket this experience and describe it. While Goffman is credited with providing the framework for the theoretical concept of framing, several studies are frequently cited as being foundation to the development of the theory of frames and framing in media studies. These are: Gamson and Modigliani’s (1989) research into frames that form people’s opinion of nuclear power; Entman’s (1993) essay on framing and its paradigm; and Iyengar’s (1991) work on political framing in television broadcasts. Building on these foundations, media and communication studies has developed the concept of frames as maps for articulating arguments (Steinberg, 1998).

Framing “selects some aspects of a perceived reality” and communicates these aspects as a way “to promote a particular problem definition, casual interpretation, moral evaluation, and/or treatment recommendation” (Entman, 1993, p. 52). Frames have been
shown to be socially shared and have central ideas that are fixed within a culture (Hertog & McLeod, 2001). They hold symbolic and narrative properties for members of that culture. Frames are widespread within a culture and are often easily recognized. Frames tend to be persistent over time and rarely change even when people are presented with new data. Frames allow people to articulate a constructed meaning that others in society recognize and respond to.

This meaning appears in the framing of opinions. People will use frames to articulate their position on a certain subject (Miller & Riechert, 2001). These frames are constructed using certain catch words or catch phrases that the public will readily respond to (Andsager, 2000). These frames reflect particular values (Brewer, 2002). People will process these values when they are exposed to the frames. When they process the values, if the frame resonates with them they will accept and internalize the frame. This internalization is based more on emotion than logic. If the frames do not reflect a person’s value, they will reject it and seek out a different one. When a frame resonates with people, they will promote the frame by using its words or phrases in their arguments. Because of the emotional response people have to frames, this makes frames more powerful than facts alone (Gamson & Ryan, 2005). The emotional appeal of frames and the ability of people to reuse the wording to promote their ideas allows frames to spread throughout society and influence others. This can be especially powerful on the local level where frames are tailored with a specific group in mind.

The construction of these influential frames takes several forms. Iyengar (1991) talks about two overarching forms of framing: episodic and thematic. Episodic framing provides concrete instances of a situation. It is often designed to tell a story from a particular
viewpoint of a single event (Hale, 2007). Thematic framing takes a broader view of things and presents them in more general terms (Iyengar, 1991). In thematic framing, the story ties it to broad societal ideas (Hallahan, 1999). Within these two frameworks, frames can develop in certain manners. Frames can be based on situations where the discourse is studied to determine the relationship between people and events. Framing can also seek to accentuate certain attributes of a person or thing. This may be used to persuade individuals. It may seek to reinforce certain “known” characteristics of a person or thing. There is the framing of risky choices which reflects on the gains and losses an individual might face when making an uncertain choice. Framing may seek to highlight an action that people might want to persuade a person to take. Framing may examine an issue through public debate. This technique is frequently used in public policy to influence the public’s opinion. Framing may seek to diagnose a problem and illustrate its attributes (Benford & Snow, 2000). Framing may serve to mobilize a group of people (Snow, Rochford, Worden, & Benford, 1986). It may help to propose a solution or also serve as a call to arms. News or media framing employs one of Iyengar’s forms of framing with one of the other framing perspectives listed (Hallahan, 1999). News or media framing helps people create mental maps of situations and reinforces their views. These models help shape the forms that framing can take.

This framing can be seen in several studies. Gamson and Modigliani (1989) in their seminal study examine how media frames influenced public opinion. Using content analysis of television news broadcasts, magazine articles, and editorial comments, they trace the evolution of people’s opinion of nuclear power in the United States. They identified a frame of progress in the discussion that moved from beneficial to the country after Hiroshima to one of runaway progress after Chernobyl that was harmful to society. Buist and Mason
(2010) used content analysis to examine how the funding for a stadium was framed within newspaper articles, editorials, and letters to the editor. They used a case study to identify four frames: the stadium was good for economic development; the stadium increased civic status; the stadium focused civic priorities; and the stadium caused a debate about public financing of projects. Tucker (1998) reminds us the public discourse in opinion pieces help to define issues. She notes that specific social interest groups will work to construct a frame that attempts to legitimize their ideas. “Hence, the members of society come to accept the dominance of certain ideas and the groups that promote then as the common sense of society or ‘the way that things are’”(Tucker, 1998, p. 144). Her study of editorials examines how the frame of “kiddie-porn” emerged as the primary focus of society discourse surrounding a Calvin Klein ad. She demonstrates that the frames in editorials influence public’s opinions and become part of the discourse when people discuss a particular issue. Tewksbury, Jones, Peske, Raymond, and Vig (2000) examined the effects of advocacy groups to create a frame that supports their issue. Hale (2007) sought to explore how non-profits were framed in media coverage. Using content analysis, he analyzed over 1000 newspaper articles. He discovered that episodic framing of non-profits was usually positive while thematic framing seemed to highlight issues with non-profits such as the need for legislative oversight. Finally, Andersen and Skouvig (2009) examined the debate around Danish libraries’ modernization using discourse analysis of statements made by publishers and authors. They identify two frames that formed people’s perception of the library. The first frame was the public’s frame. The public perceived the library as a classical cultural agency. It is a “sanctuary for books” (Andersen & Skouvig, 2009, p. 4). The second frame that emerges is that of the librarian’s. The frame constructed by the librarian is one where modernization through the use of digital
media is an extension of the library’s original purpose. It helps make the library viable in a modern society. Each of these studies demonstrates how frames can be used to establish people’s perception and opinions of an organization.

Frame analysis as theorized by Goffman and developed in media studies allowed the researcher in this study to examine the media discourse to identify opinions as constructed by the public concerning public libraries. It identified opinions that had not been considered before, as illustrated in the examination of the opinions surrounding the construction of the stadiums (Buist & Mason, 2010). The study of the media examined conflicting opinions that exist in the public’s perception of libraries, as Hale (2007) illustrated in his study of media’s treatment of non-profits. Frame analysis allowed the researcher to examine the opinions as constructed by the public.

Using frames and framing as the theoretical framework for this study permits the researcher to explore the complexity of the public’s perception of libraries. Frames offer the researcher the opportunity to define the issues, diagnose what she believes is the cause of these issues, and suggest remedies for the issues (Entman, 1993) as they pertain to the public library. This research study examines how the public articulates their perceptions and opinions of the library in manner they might not have been able to do if they were asked to identify it from a questionnaire (Zhou & Moy, 2007). Framing helps to remove the noise that can come from people answering a survey when they have no opinion on it (Scheufele, Shanahan, & Kim, 2002). It identifies the discourse of people who have well-formed opinions of the organization. Framing provides the researcher with a tool to detect opinions and perceptions that libraries have never considered before. Framing supplies a strong theoretical foundation for this research study.
CHAPTER 4
METHODOLOGY

Introduction

The focus of this study is to examine the public perception of public libraries. This chapter describes the study’s design and methodology.

To study the public’s perception of libraries, the researcher chose to investigate these perceptions of libraries as they appear in editorial newspaper texts that are associated with local library funding campaigns. This investigation of editorial newspaper texts applied the concepts set forth in the study that Tucker (1998) conducted of editorials and their influence on the public’s perception of Calvin Klein, and Buist and Mason’s (2010) work with frames that appear in conjunction with a publicly funded stadium campaign. These campaigns could be either bond issues or mill levy/tax increase requests. The use of editorial newspaper texts was chosen since editorials and letters written by readers use the writers “ideas, observations and arguments and these vary substantially across and between newspapers” (Richardson, 2007, p. 151). These ideas, observations, and arguments can be used to create frames that illustrate the public’s opinions on a particular subject. For this reason, the examination of local opinion newspaper texts can illustrate the public’s perception and opinion of libraries across different regional and population areas. With this concept in mind, the study was designed to investigate three research questions.

These questions were:

1. What frames appear most often in the media discourse surrounding public libraries and their funding campaigns? How do these frames reflect the public’s opinions of libraries between 2005 and 2010?
2. Do different geographical and population regions of the United States have different frames concerning the public library? If they do, what are the differences between the regions?

3. How do these frames correspond with the organizational, academic, and professional research that has been done on the public’s perceptions of libraries?

The study addressed these questions by sampling editorial newspaper texts between 2005 and 2010 from seven geographical locations and three different population areas. These editorial newspaper texts were examined using the theoretical framework of framing. The qualitative methodology of discourse analysis was used to identify the public’s frames within the editorial newspaper texts. To facilitate the discourse analysis, a qualitative document analysis process as defined by Altheide (1996) was used.

**Qualitative Methodology**

A qualitative methodology was chosen for this study because of its connection with social constructionism (Flick, 2009). In social constructionism, “knowledge is constructed in a process of social interchange based on the role of language in such relationships” (Flick, 2009, p. 71). This corresponds with the concept that frames were socially constructed through public discourse (Gamson, Croteau, Hoynes, & Sasson, 1992; Gamson & Modigliani, 1989; Van Gorp, 2007). The use of qualitative methodology allowed the researcher to examine the frames that resulted through the social interchange of ideas, perceptions, and opinions found in the local opinion page.

**Theoretical Framework: Framing**

The research built on the theoretical framework of frames and framing as they appeared in the media discourse that was found in the newspaper opinion texts surrounding
public library funding campaigns. Gamson and Modigliani’s (1989) seminal research identified that “media discourse is part of the process by which individuals construct meaning” (p. 2). This media discourse used “stock key words, phrases, images, sources, and themes” (Tucker, 1998, p. 143) to create a frame that helps to articulate a certain argument concerning a particular issue (Steinberg, 1998). This frame represented a particular individual’s opinion. People presented their opinion when they articulated a frame that they feel corresponds to their values (Brewer, 2002). An opinion was deciphered by studying a person’s discourse as she transmits the frame by reusing certain words and phrases that correspond to that frame. These frames emerged in public discourse as people repeated the frames that correspond with their values. The study of the public’s discourse helped to identify frames that were associated with individuals’ perceptions of the library.

These frames constructed through the public discourse could emerge in editorial newspaper texts that sought to influence the public’s view on certain policy issues (Tucker, 1998). Discourse analysis could be used to determine how social interest groups work to construct a frame that they attempt to legitimize through the newspaper editorial page. If a certain frame appeared often enough, “the members of society come to accept the dominance of certain ideas and the groups that promote them as the common sense of society or ‘the way that things are’” (Tucker, 1998, p. 144). The frames in editorial newspaper texts could influence the public’s opinions and become part the public’s everyday perception if they occur often enough.

Frames that appear in local newspapers can be of particular important for delineating what peoples’ opinions are on a particular issue. The local newspaper “provides a platform for interested civic actors to argue their position(s) on various issues—while simultaneously
acting as an important source from which citizens obtain local business and political information” (Buist & Mason, 2010, p. 1494). A local paper allows researchers to examine framing surrounding a particular issue such as subsidization for a particular civic venue (Buist & Mason, 2010). “It provides a window into understanding the message the citizens receive” about what is “important and … worthy of consumption and public support” (Buist & Mason, 2010, p. 1494). Since “public opinion is manifested through voting support or opposition of a proposed issue” (Buist & Mason, 2010, p. 1496), framing can have significant impact on the outcome of a referendum. This study examines how frames emerge from editorial newspaper texts written for local newspapers in conjunction with local library funding campaigns. These editorial newspaper texts reflect the opinions of individuals as they attempt to sway voters.

Methods

Discourse Analysis

To identify the frames that appeared in the editorial newspaper texts, discourse analysis was the qualitative methodology used for this study. The primary reason discourse analysis was chosen is “its commitment to a strong social constructionist viewpoint in the way it tries to explore the relationship between text, discourse, and context” (Phillips & Hardy, 2002, p. 6). This commitment created a foundation for the researcher to examine the discourse that contributes to the construction of frames (Van Dijk, 2008) surrounding local library funding campaigns. The researcher in this study sought to examine how individuals presented their views of the library in a context where they were communicating with their community peers as opposed to previous research where the public had presented their view of the public library in organizational, academic, and professional research settings.
This use of discourse analysis to examine how context creates meaning has been applied within the library and information field by several researchers. Frohmann used discourse analysis to examine the discourse within the library profession in two studies. In one study, Frohmann (1994) examined how library discourse shaped the view of the library users as they transformed from readers to information seekers. He studied how this transformation was shaped by the information professional’s view of the user. In another study, he used the cognitive viewpoint to examine how the “user centered” concept of Library and Information Science (LIS) influenced the image that emerged as librarians focused on their control over library resources (Frohmann, 1992). Radford and Radford (2001) used discourse analysis to explore how libraries and librarians were represented in popular culture. This exploration focused on books and films to examine “a fundamental vocabulary of images and symbols by which libraries and librarians are understood in the context of modern discourse” (Radford & Radford, 2001, p. 301). They analyzed how discourse showed an image of fear and control surrounding the library developed within these artifacts of popular culture. The discourse analysis used in these studies was a form of critical discourse analysis, which focuses on “discourse and the relationship between knowledge and power” (Phillips & Hardy, 2002, p. 20).

This study diverged from these previous cited studies within LIS. Instead, this focused on “the constructive effects of discourse without explicitly focusing on power and privilege” (Phillips & Hardy, 2002, p. 21). The use of constructionist discourse analysis provided for an exploration of public’s perceptions of the public library within editorial newspaper texts. Discourse analysis’ strong constructionist focus permitted the researcher to
focus on the context in which the message was created and how this contributed to the
collection of certain frames.

Using discourse analysis, the researcher explored the constructionist nature of frames.
The frames emerged from the editorial newspaper texts as certain words, metaphors,
descriptions, and arguments (Van Gorp, 2007) were used by individuals as they lobbied for
or against a certain library funding campaign. Discourse analysis permitted the researcher to
analyze these elements within the editorial newspaper texts and determine how these frames
were constructed (Creed, Langstraat, & Scully, 2002).

Qualitative Document Analysis

Discourse analysis requires a “close reading of the discourse\texts being analyzed;
and an exhaustive, repetitive framing and reframing of the data until conclusions can be
drawn that are well supported” (Wildemuth & Perryman, 2009, pp. 322-323). To help guide
the close reading of texts required for discourse analyses, the researcher uses a process based
on qualitative document analysis (QDA) or ethnographic content analysis as it is also known
(Altheide, Coyle, DeVriese, & Schneider, 2008). QDA is “a qualitative approach that
focuses on the description and tracking of discourse including words, meanings, and
including searching for contexts, underlying meaning, patterns…” (Altheide et al, 2008, p.
128). QDA was specifically designed to analyze the discourse within a particular media
format (Altheide, 1996). Altheide and Michalowski (1999) analyzed the discourse
surrounding crime and criminals in newspapers and how this discourse contributed to what is
termed the “discourse of fear” using QDA. The discourse created by a certain type of war
propaganda and how this built the public’s opinion to favor the Iraq War was studied with
QDA (Altheide & Grimes, 2005). Gupta, Zimmerman, and Fruhauf (2008) examined the discourse of advice in *Cosmopolitan* and its contributions to certain stereotypes with QDA. QDA provides a strong tool to assist the researcher with the discourse analysis of the editorial newspaper texts associated with public library funding campaigns.

For this study, the researcher used several steps of the QDA process to document the data collected through the discourse analysis process. The steps the researcher used were:

1. Pursue a specific problem to be investigated;
2. List several items or categories to guide data collection and draft a protocol;
3. Test the protocol by collecting data from several documents;
4. Revise protocol as necessary;
5. Collect the data, using preset categories. Keep data with original documents.
   
   Midpoint analysis: About halfway through the sample, examine the data to permit emergence, refinement, or collapsing of additional categories. Complete data collection;
6. Perform data analysis;

Using this process, the researcher was able to do in-depth readings that are required in discourse analysis of editorial newspaper texts and document the frames that emerged. An example of this is provided in the analysis chapter.

**Sampling**

The editorial newspaper texts, analyzed in the study, were collected from a purposeful sampling of newspaper editorials, letter to the editors, and the responses to these that were written in response to a local public library funding campaign. Since purposeful sampling is
based on identifying a subset of editorial newspaper texts from those that were written for all library funding campaigns, this study’s sample were drawn from funding campaigns which were identified through the Library Journal’s annual roundup of library referendum funding campaigns published for the years 2005 through 2010 (Dempsey, 2009, 2010, 2011; Gold, 2006, 2007; Freeman, 2008). The researcher used these roundups to search for campaigns for each year from each of the following regions of the United States: Northeast, Southeast, Mid-Atlantic, Midwest, South, Southwest, and Northwest¹. The researcher searched for a campaign in each of the regions for three targeted population areas: a small city or town with a population lower than 25,000; an intermediate city between 25,001 and 250,000; and a large metropolitan area or a city of 250,001 or greater. Population sizes were verified using the most current census information available for that city.

The campaigns to be analyzed for a given population and geographic region were identified through a systematic process. This process is illustrated in Figure 1.

The researcher would begin the search by going alphabetically down the list of campaigns provided for a particular year. The researcher would determine if that election was needed for the sample for that particular year. If it was, she would search for editorial newspaper texts for that election in electronic newspaper databases or Internet electronic editions of the local newspapers. On occasion, an abstract might be found, and the editorial text would be retrieved through interlibrary library loan. If the researcher was able to find at

¹ Northeast region is comprised of the following states: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, New Jersey, New York and Pennsylvania. Southeast region is comprised of Alabama, Florida, Georgia, North Carolina, South Carolina, and Tennessee. Mid-Atlantic is comprised of Delaware, Maryland, Michigan, Indiana, Kentucky, Ohio, West Virginia, Virginia. Midwest is comprised of, North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Wisconsin, and Illinois. South is comprised of Oklahoma, Texas, Arkansas, Louisiana, and Mississippi. The Southwest is comprised of Colorado, New Mexico, Utah, Arizona, Nevada, and California. Northwest is comprised of Alaska, Washington, Oregon, Idaho, Montana, and Wyoming.
least one editorial newspaper text, she would continue searching to identify others. After the search was completed or if there were no editorial newspaper texts associated with that election, the researcher would go to the next election on the list and begin the process over. If the election was not needed to fill a sample for that year, the researcher would proceed to the next election in the list.

Seventy-seven campaigns with corresponding editorial newspaper texts were identified through this process. If the researcher felt that there was an insufficient sample size for a particular population region, three campaigns or less for a given population and regional area for a particular year, she would substitute an election from a different area for that population and regional area that occurred in a given year. Five campaigns out of the 77 were selected in this manner. Four of the five campaigns substituted were for larger metropolitan areas with a population of greater than 250,000. In addition to these five campaigns, three additional campaigns were identified that fulfilled a certain criteria for a missing sample which were not listed in the Library Journal’s annual election roundup. These three library funding campaigns were identified during the search process for other campaigns. These three campaigns plus the other 77 campaigns made a total of 80. These 80 library funding campaign elections yielded 670 editorial newspaper texts that were analyzed in this study.

**Comparison of Current Study to Other Organizational and Professional Library Studies That Investigate Public Perception**

This study takes a new direction in the research of the public’s perception of the public library. This study uses the theoretical foundation of framing to study the public’s opinion of libraries. This is combined with the methodology of discourse analysis to identify the public’s frames within editorial newspaper texts. This is in contrast with the organizational and academic, none of which use a specific theoretical framework to guide
their studies. In addition, they tend to use more traditional research methodologies such as surveys and focus groups to gather data.

The lack of a theoretical framework in the organizational and professional studies fails to provide a context for the construction of the public’s perception. In addition, there is concern with the data collected through the traditional methods of surveys and focus groups; research has demonstrated that the data collected through surveys and focus groups may be unreliable. This may be due to people lying on surveys (Gamerman, 2008), people not holding strong views about the issue and thus their responses may reflect little opinion about the issue (Scheufele, Shanahan, & Kim, 2002), or people may hold their own conflicting views of the library (Evjen & Audunson, 2009) which may influence how they respond to surveys and focus groups. The use of discourse analysis with the concept of framing helps to identify the views of the public as they articulate them through their speech and writings.

This research study counters these issues associated with organizational and professional studies. In place of focus groups and surveys, the researcher used editorial newspaper texts analyzed through discourse analysis. This assisted the researcher to extract the frames that people used to articulate their perception of the public library. The frames people used corresponded with their values and opinions (Brewer, 2002) on the campaign. As people used their frames in the editorial newspaper texts, they were hoping that others would respond to them because they share the framer’s values and vote the way suggested. The action of framing helped to negate the research validity issues described above which includes issues of lying, lightly held opinions, and the differences between public and private opinions. Through the use of framing and discourse analysis, the researcher has sought an alternative method to study the public’s perception of public libraries.
Conclusion

This chapter described the methodology used in the study. It examined the concept of framing as the theoretical foundation of the study. The chapter detailed why the methodology of discourse analysis was chosen, outlined data collection and sampling processes, and concluded with an examination of how this study varies from the other organizational and professional studies on the public’s perception of libraries. The next chapter will illustrate the process for analyzing the data using the methodology described.

CHAPTER 5
DATA ANALYSIS

The 670 editorial newspaper texts that were garnered from the sampling process were analyzed by using a constructionist form of discourse analysis. This constructionist discourse analysis focused the researcher’s attention on how frames were constructed in the editorial newspaper texts through the use of words, phrases, metaphors, and arguments (Tucker 1998; Van Gorp, 2007) These were identified through the in-depth reading of the editorial texts that is required for discourse analysis.

To assist in providing structure for the collection of data through this discourse analysis the researcher used qualitative discourse analysis (QDA) as a foundation. There were several steps from this method that the researcher applied to facilitate in the data collection.

These steps were:

1.) Pursue a specific problem to be investigated.

2.) List several items or categories to guide data collection and draft a protocol.

3.) Test the protocol by collecting data from several documents.
4.) Revise protocol as necessary.

5.) Collect the data, using preset categories. Keep data with original documents.
   Midpoint analysis: About halfway through the sample, examine the data to permit
   emergence, refinement, or collapsing of additional categories. Complete data
   collection.

6.) Perform data analysis and illustrate materials from the protocol for each case

These different steps guided the researcher in her discourse analysis process.

**Problem Definition**

The first step in the analysis process was to pursue a specific problem. The problem
that the researcher had in mind when she approached this study was how frames which
emerged in the public discourse surrounding libraries reflected the public perception of the
public library. This problem allowed the researcher to build the three research questions that
guided this study. She pursued the problem by using discourse analysis to identify the frames
in the sample of editorial newspaper texts. As the researcher analyzed the newspaper texts,
she used the protocol process described below which allowed her to collect additional data to
provide context for the frames.

**Protocol**

The second step in the data analysis process was to list several items or categories to
guide data collection and to draft a protocol. This study needed to examine several different
items that appeared in conjunction with the frames to help provide the context that
constructionist discourse analysis required. In addition to the frames identified in the editorial
newspaper text, the researcher identified a need for the following additional information: date
of the election, the region of the country where the editorial occurred, type of newspaper text, the population of the community, the main focus of the editorial, and a brief description of the editorial. Given these requirements, the researcher created a protocol (Appendix A) that collected the following data:

1.) Case number of the editorial.
2.) Newspaper the editorial text was drawn from.
3.) Type of item it was: article, editorial, or response to editorial.
4.) Date of the editorial.
5.) Which of the seven regions of the United States the editorial was written.
6.) Size of town or city.
7.) Main focus of the editorial.
8.) Frame in the editorial.
9.) Brief description of editorial.

This protocol was based on Altheide’s (1996) discussion of QDA.

The third step was to test the protocol by collecting data from several documents. The protocol was initially tested on three articles which were written about public libraries to see whether the needed information could be gathered. The protocol was straightforward to use for the researcher and demonstrated that it would record the necessary data acquired through the discourse analysis. The researcher tested this protocol further with ten editorials drawn from the study’s sample. This preliminary process demonstrated that the protocol fit well with the data that emerged from the analysis of the texts.

The fourth step was to revise the protocol as necessary. The data protocol was not initially revised after the reading of the 13 newspaper texts; rather, it was revised after
reading two years of the editorial newspaper texts from the samples. The researcher discovered that the categories “main focus” and “brief description” were being used in a similar fashion. With this discovery, the researcher removed the brief description category. In addition, the researcher discovered that a vital piece of information was missing from the protocol: the success or failure of the funding election. To correct this omission, the researcher added the information regarding the outcome of the campaign. These adjustments created the final protocol that was used throughout the data gathering process. (See Appendix B)

**Data Collection**

The fifth step was the most time consuming. It included collecting the data, using preset codes, keeping the data with original documents, and analyzing the documents midway to refine or collapse additional categories, and complete the data collection process. Using the data protocol discussed above in conjunction with the constructionist discourse analysis, the researcher began to categorize data from the editorial newspaper texts, identifying recurring frames revealed through the editorial newspaper texts that the public held of libraries during the various library funding campaigns.

The first step in the data collection was to define the initial frames from the first 10 editorial newspaper texts examined. In these editorial newspaper texts, the researcher highlighted words, discussions, arguments, and metaphors that went into shaping the frames (Tucker, 1998; Van Gorp, 2007). The initial frames that were identified through this process were: “library promotes literacy and education”; “library as a supplier of books”; “library as information service provider for digital age and media center”; “library as influential
organization which serves as a community center”; and “library as supporter of economic development.” These were the base frames used for coding the editorial newspaper texts.

**Initial Reading**

The researcher then began the intensive reading that is required for discourse analysis (Wildemuth & Perryman, 2009). In the first reading of the sample of editorial newspaper texts, the researcher did not use the data protocol sheet but concentrated on the discourse that appeared in the texts. The researcher divided up the editorial texts by year and grouped them by the community where a particular funding campaign occurred. This allowed the researcher to provide a context for a particular editorial newspaper text. In the first reading of the editorial newspaper texts, the researcher analyzed the discourse that appeared in the text and highlighted the words and phrases that she determined were used to construct the frame in that particular article. If the researcher thought that there was no frame in the text, she would make a note of this next to the editorial. If she encountered a new frame, she added it to her initial list of frames.

**Modified Frames**

When the researcher had completed her first reading of the sample of editorial newspaper texts, she examined the preliminary frames she was using for coding. She modified four out of the five of the original frames based on her additional reading of all the editorial newspaper texts in the sample. The modified original frames became “library is about books”; “library is an information provider”; “library is a community center providing essential services”; and “library is an economic factor in the community.” An additional 15 frames were identified for a total of 20 frames (Appendix C).
Armed with these 20 frames, the researcher began a second reading of the editorials. The researcher returned to each editorial newspaper text in the sample. She reread the newspaper texts, analyzing the discourse for a second time. In this reading, the researcher highlighted additional words as necessary to determine what frame appeared in the text. The original frame could potentially adjust and change to a more applicable frame that was added after the initial reading of that text. Each text labeled as “no frame” was reread to determine if one of the additional frames applied or if the article was still classified as “no frame.”

In this analysis, the researcher chose not to analyze all of the texts for the Medford election. The reason for this decision was two-fold. First, there were over 60 editorial newspaper texts associated with this election; the majority of which were small, short letters that yielded no frames, and the second was that no new information was emerging from the continued reading of the editorials. For all other campaigns, the complete set of editorials sampled was analyzed.

**Recording Process**

As each editorial newspaper text was read a second time, the researcher identified the frame through studying the discourse, and she began to fill in the data protocol sheet. She created a case number by combining the year the election occurred, the number which indicated which election it was for that year, and a letter which was that text’s position in all the editorial newspaper texts sampled for that election. The newspaper and date of newspaper texts were recorded. The texts were classified as articles, editorials, or response to editorials. Letter to editors were assigned to the category editorials and were noted in the brief description that they were letters. The reason for this was not all letter to the editors were clearly marked. In addition, the region of the country that the editorial was drawn from, the
population of the community, and the results of the election were recorded. A brief summary of the editorial was written to provide the context of the text to the researcher. To easily retrieve an individual frame, the data protocol sheet with that case’s information was stapled to the editorial newspaper text. The frame the researcher had identified in the editorial was recorded. After all the newspaper texts were read for a particular year, the case number, community name, region, population information, and frame identified were entered into an Excel spreadsheet for further data analysis.

**Complete Data Collection Process**

Using the following sample collected through the sampling process, the researcher demonstrates the data collection process.

The following editorial was retrieved in conjunction with the library funding campaign in Bay City, Michigan in 2007. It was the 31st editorial newspaper text for that election.

Bay City Times, The (MI)-October 26, 2007  
Author: PEOPLE'S FORUM  
From 8A

Education and libraries

Voice: Robert Monroe, president and CEO, Gougeon Brothers Inc., Bay City

We are a small Bay County business that sells products into the marine and composites businesses around North America and, through affiliated companies, around the world. Our customers range from local boatyards to aerospace companies.

They look to us for quality, consistency and innovation in solving their problems. We have a pretty good sense of what is driving the evolving materials technologies and from that point of view, we are in the thick of the "new economy."

This new economy has two faces. One side is looking for cheap, docile labor to make things, the other is looking for educated, innovative people developing new products and processes. I can assure the voters of Bay County that long-term prosperity in the new economy favors the education and innovation side because it is continually
reinventing itself. The best of our customers, the businesses that are in tune with the new technologies, are looking for employees who want to learn. Around the country, these businesses locate themselves in areas that have learners, or places that will attract learners. Let me assure you that shuttered libraries are not attractive.

I know that within our company we have people who want to learn and grow. Our future depends on them. They may not even use the libraries as much as other citizens, but they seem to believe generally that libraries and lifelong learning are important to the community and to themselves. The correlation is very, very high. The cynical will say that they are suck ing up to management. The smart know that is not the case.

This community can continue on a path toward the new economy and prosperity, or it can continue on a path defined by the old ways of thinking and doing things. Please get out and vote “yes” for the library millage request on Nov. 6. An attractive future does depend on it.

Section: opinions
Page: A9
Index Terms: Local-Letters; opinions, forum, letters, Record
Number: 41236257
Copyright, 2007, The Bay City Times. All Rights Reserved.
http://docs.newsbank.com/s/InfoWeb/aggdocs/NewsBank/11C8B68191375558/0F1B56E1B179D300?p_multi=BAYB&s_lang=en-US

Since the researcher had the initial preset frames described above, she began with the reading of the editor newspaper text to analyze the text’s discourse to determine the frames. She highlighted words and phrases that indicated the possible frame. These words and phrases were:

“the other is looking for educated, innovative people developing new products and processes”; “Around the country, these businesses locate themselves in areas that have learners, or places that will attract learners. Let me assure you that shuttered libraries are not attractive”; “we have people who want to learn and grow; they seem to believe generally that libraries”; and “lifelong learning are important to the community and to themselves.” (Monroe, 2007, p A9)

The initial reading of the article indicated that the potential frame in the article was “libraries promote literacy and education.”
After the initial reading, the researcher returned to the editorial newspaper text for a second reading. The second reading confirmed her initial classification of the frame in the editorial; no additional words were highlighted. After the second reading, the researcher recorded the information about that editorial newspaper text in the data protocol:

*Case number*: 2007-5AF

*Newspaper*: Bay City Times

*Type of item (circle the corresponding one)*: article **editorial** response to editorial

*Date of item*: 10/25/2007

*Title or emphasis*: Education & Pride

*Region (circle the corresponding one)*: Northeast Southeast **Mid-Atlantic** Midwest South Southwest Northwest

*Size of city (circle the corresponding one)*: <25,000 >25,000 and <250,000 >250,000

*Main focus (Can be appended as needed)*: Is written by a president of a small company and he talks about the role libraries play in education and lifelong learning and how important this is for attracting businesses who rely on an educated work force. He notes that libraries help people learn new skills as technologies change. This editorial looks at the library’s role in education from the point of view of the business

*Frames displayed and coded (Can be appended as needed)*: Library promotes literacy and education

*Campaign Results*: **Success** Failure

The information from the data protocol sheet was then transferred to the Excel spreadsheet.
After the first step was completed for of the editorial newspaper texts in the sample, the researcher moved to the analysis of the data.

**Data Analysis and Illustration**

Due to the large amount of data collected for this study, several different processes were used for analysis. The first analysis process was to review the data entered in the Excel spreadsheet and to look for patterns. The data in the Excel spreadsheet was combined with the mind mapping software XMind to form a visual presentation of the data. The researcher created several mind maps in the software, including a breakout of all the frames so that the researcher could identify the tops frames in the study (Appendix D). Another mind map was the breakout of frames between successful and unsuccessful elections (Appendix E). Several mind maps were necessary to examine the relationship between the geographic and population areas and the frames within these areas (Appendices F, G, H, I, J). These visual presentations allowed the researcher to see connections between the data (See Chapter 5, Findings). The final analysis was a review of the editorial newspaper texts to extract what the researcher thought was the best examples of the discourse that illustrated the identified frames.

**Conclusion**

This study used a complex process to analyze the data. It involved in-depth readings of 670 editorial newspaper texts. These readings allowed the researcher to use constructionist discourse analysis to extract the frames contained in the editorial newspaper texts. In addition to the readings, the researcher, using a protocol from QDA, recorded data such as date of the text, newspaper the text appeared in, population and geographic information, and outcome of the individual funding campaign. All of this data was entered into an Excel spreadsheet. The
spreadsheet combined with XMind mind mappings to illustrate the connections between the data. From these analyses of the data, the researcher was able to identify the key findings of the study.

CHAPTER 6

FINDINGS

This research examines the frames that make up the public perception of the public library. These frames emerged through the discourse analysis of 670 editorial newspaper texts. It was in these texts that people wrote about their opinions of a particular election that sought to fund libraries either through mill levy or taxes or for building funding. By examining the word choice, metaphors, descriptions and arguments (Tucker, 1998; Van Gorp, 2007) used by people in the editorial newspaper texts, the researcher analyzed how these elements were used to construct central frames of the public library (Creed, Langstraat, & Scully, 2002). The researcher extracted these frames from closely reading the editorial newspaper texts and investigating the correspondence between these frames and the results of local library funding campaigns.

Top Frames

Through the analysis of the frames extracted from the sample of editorial newspaper texts, the researcher sought to answer the following questions, “What frames appear most often in the media discourse surrounding public libraries and their funding campaigns? How do these frames reflect the public’s opinions of libraries between 2005 and 2010?” The discourse analysis identified 20 frames (Appendix C) from the reading of the 670 editorial newspaper texts from local newspaper sources that were sampled in conjunction with the 80 funding campaigns. Individual editorials were classified as corresponding to one of these 20
unique frames or were placed in a category entitled “no frame.” Based on this classification, the researcher identified the top frames for this study. She required that a frame must have at least 10 newspaper texts associated with it to be included in the top frames. Based on this criterion, 10 top frames were identified in conjunction with the local library funding campaigns that occurred between 2005 and 2010. These frames exhibited both positive and negative perceptions of the public library. The top 10 frames as displayed in Figure 2 in order of frequency used were:

- Library is a community center providing essential services;
- This is about no new taxes, not the library;
- Library needs to become more fiscally responsible;
- Library promotes literacy and education;
- Library trustees/board members/city council have not been truthful/fiscally responsible to the community;
- Library is about books;
- Library is an economic factor in the community;
- Library is a bargain;
- Libraries are fiscally responsible;
- Library is disconnected from the community.

The researcher reviewed the top ten frames with interest. As a librarian, the researcher has experienced other librarians who fear that people still associate libraries with books and have not recognized the changes in libraries that emerged in the twenty-first century. While the “library is about book” frame appeared in the top 10, it was sixth on the list. It was with interest that the researcher discovered the most common frame to emerge out of all of the editorial newspaper texts reviewed was the “library is a community center providing essential services.” In addition, the researcher noted that issues with taxation and libraries managing their money were in the top three frames. Finally, the researcher was intrigued with how the frames broke out: five frames were positive for libraries; one could be considered neutral; and four frames were negative in their message. Overall, the researcher
found the results engaging after reviewing the public’s perceptions that were presented in the organizational and professional research.

**Frame 1: Library as a Community Center Providing Essential Services**

The top frame that appeared most frequently in the library funding campaigns was “library is a community center providing essential services.” This frame appeared in 142 editorial newspaper texts which were analyzed in this study. This frame occurred in both successful and unsuccessful library funding campaigns. It was associated with 31 successful campaigns as opposed to 22 unsuccessful campaigns. This frame was used in all of the geographic regions of this study. The “library is a community center providing essential services” frame appeared in editorial newspaper texts between the years 2005 and 2010. The breakout of the frame can be seen from these excerpts from Table 1 and Table 2. The complete Table 1 and Table 2 are found at the end of this document. These tables demonstrate that there is a mixture of frames in the elections but this frame corresponded with more successful elections than unsuccessful elections.

**Frame and Number of Editorials Associated With it**

<table>
<thead>
<tr>
<th>Frame</th>
<th>Editorials in Successful Elections</th>
<th>Editorials Found in Unsuccessful Elections</th>
<th>Total Editorials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library is a community center providing essential services</td>
<td>91</td>
<td>51</td>
<td>142</td>
</tr>
</tbody>
</table>

From Table 1

**Frame and Number of Elections Associated With it**

<table>
<thead>
<tr>
<th>Frame</th>
<th>Successful Elections</th>
<th>Unsuccessful Elections</th>
<th>Total Elections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library is a community center providing essential services</td>
<td>31</td>
<td>22</td>
<td>53</td>
</tr>
</tbody>
</table>

From Table 2
The frame is one of the most complex frames analyzed in this study. Its construction has several steps to it. The first step is a proclamation that “libraries go beyond just books.” Writers may pronounce, “Rural libraries are more than just bookstores” (Bishop, 2005) or “libraries are more than buildings with book…” (Levine, 2007) or “library services reach far beyond books available for loan” (Johnson, 2010). The next step is for the writers of the editorial newspaper texts who are using “the library is a community center frame” is their articulation of what the library is to the community. Writers may state that the “library system is part of our life support” (Madrigal, 2010) or “they all contribute to the mosaic that is the soul and character of the community” (Tooke, 2006). Another may stress, “They [libraries] are as much a part of the fabric of our community as our schools, our YMCA, our community centers, our gathering halls, our fairgrounds and our churches. Libraries are not just book repositories” (Anonymous, 2007a). The loss of the library might also represent “the loss of a warm welcoming place that represents the heart of our village” (Zilter, 2006). The writers lay the foundation for the frame by placing the library within a central context of the community.

Once the editorial writers have established the importance of the library to the community, they detail the services the library offers, which are essential to the community. These can either be tangible services or can be intangible benefits.

One writer proclaims in a letter to the editor that the library provides services to real people:

Real people, homebound or on limited incomes are not receiving books they long to read but cannot afford to buy. Real children with limited access to reading materials and the spoken word have lost a place to learn a love of reading. Real people who cannot afford computers can no longer use those available in the library. Real students in need of reference materials have no access to them. Real opportunities for learning, meeting, and inquiry- foundations of our democracy – are being denied to each of us citizens. (Davis-Jacobson, 2007)
Other writers provide their view that the “library is a community center, a place where kids come after school, where community groups have a place to meet, where there’s yoga class and lectures and poetry readings” (Levine, 2007), or they are places populated by real human beings where information is freely given and freely obtained; where a real, live person is there for help. If you need it. They are places where we can expose our senses and our minds to ideas and experiences that are new and different from what we find in our homes or our solitary Internet. In the library, you can sit and enjoy the quiet reading nook surround by the silent knowledge of countless generations of writers and thinkers. Or you can join with others in discussion groups or story hours, ask questions or share discoveries with the staff. (Anonymous, 2007a)

Finally, the public library is open to people of all ages, races, and economic levels; is a public meeting place for groups and individuals; is a repository of community history and culture; enjoys popularity and a long tradition of service; has demonstrated leadership in providing access to new technologies; and is conveniently located to all residents. (Herd, 2008)

The frame is completed when the writer details the benefit the community receives from the library as it serves as a community center and provides the essential services. One writer details “libraries are non-profit-making ventures, but they are integral part of a health society” (Bradshaw, 2008). Another suggests, “Supporting a county library system is an important part of keeping our communities smart, healthy and vibrant” (Levine, 2007). “People who value education, people with means, and people seeking good jobs are all more attracted to communities that care enough to support good…libraries” (Colwell, 2007).

The frame “library is a community service providing essential services” is the most prevalent frame in the study. It is a complex frame created through several steps. The first step is the writer presenting the “library goes beyond just books.” The next step is for the writer to articulate the library as essential to the community and then detail the services the
library offers. The final step in the frame construction is for the writer to demonstrate the community benefits from the library’s services.

**Frame 2: This Is About No New Taxes, Not the Library**

The frame that appeared second most frequently in the library funding campaigns was “this is about no new taxes, not the library.” The frame appeared in 42 editorial newspaper texts. This occurred in both successful and unsuccessful campaigns. It was associated with seven successful funding campaigns and 16 unsuccessful funding campaigns. This frame was used in all of the geographical regions except for the Midwest and the South. The “this is about no new taxes, not the library” frame appeared in editorial newspaper texts between 2005 and 2010. The breakout of the frame can be seen from these excerpts from Table 1 and Table 2. The complete Table 1 and Table 2 are found at the end of this document. These tables demonstrate that there is a mixture of frames in the elections but this frame corresponded with more unsuccessful elections than successful elections.

**Frame and Number of Editorials Associated With it**

<table>
<thead>
<tr>
<th>Frame</th>
<th>Editorials in Successful Elections</th>
<th>Editorials in Unsuccessful Elections</th>
<th>Total Editorials</th>
</tr>
</thead>
<tbody>
<tr>
<td>This is about no new taxes, not the library</td>
<td>11</td>
<td>31</td>
<td>42</td>
</tr>
</tbody>
</table>

From Table 1

<table>
<thead>
<tr>
<th>Frame</th>
<th>Successful Elections</th>
<th>Unsuccessful Elections</th>
<th>Total Elections</th>
</tr>
</thead>
<tbody>
<tr>
<td>This is about no new taxes, not the library</td>
<td>7</td>
<td>16</td>
<td>23</td>
</tr>
</tbody>
</table>

From Table 2

The frame is constructed through several steps as the writer builds an argument against the local library funding campaign. The first step is the writer presenting his support of the library. This support may take the form of an emotional appeal: “from the perspective
of the ‘heart’ there is a common belief that the county’s libraries are a true community resource….Few would dispute this…” (Baldrige & Huber, 2005). Another writer will focus on his support of the library as a community resource: “we support and agree with all the good things said about libraries and their importance to our community…” (Thieneman, 2007, p. A7) or “the city of Upper Arlington is fortunate to have such a valuable resource in our midst: our beloved library” (Hackett, 2009) or “two things immediately come to mind when you mention the Utica Public Library: One, it’s a jewel in this community with a reputation that transcends city limits, and two, given its mission and the people it serves, it is underfunded” (Observer-Dispatch, 2010).

After the writer of the editorial has presented his support for the library, the next step is the “but” argument. One writer notes, “We who oppose Measure Q are not anti-library, anti-children or anti-literacy, but we believe in fiscal responsibility…” (Willoughby, 2010). Another argues, “Of course, I support a well-stocked public library and I believe that every community needs to have one….But what I do not support is the method, a 1-mill property tax” (Baylor, 2008). A third writer contends, “I am sure many ‘no’ votes came from people who contribute to libraries. They voted ‘no’ because of the philosophical problem they have, not with libraries, but with a tax exempt from the budgetary process…” (Hawkes, 2005).

The final step in creating this frame comes after the “but” statement as the writer signals his disapproval of the funding campaign. The construction is finished as the writers expound their reasons why they are opposed to the new funding. One reason presented is the increase in the tax bill and its effects. A writer states “it may only cost a few dollars a month in new taxes to pay for the library bond but little by little these add up until our tax bills are almost unpayable (sic)” (Hollingsworth, 2005). A second author, a staff writer for a paper,
asserts “we can’t endorse Measure N primarily because we believe property owners in Oakland are already shouldering a heavy burden of taxes” (Anonymous, 2006). Another author reasons “yes, the library lets us check out DVDs, books, CDs, etc., but which would you rather pay –more taxes for the building and everything in the libraries or drive a little ways and save that tax money? I am all for more education but not more taxes” (Avery, 2006). In these arguments, the writers using the “this is about no new taxes, not the library” frame attempt to appeal to the voters’ fiscal side.

While the frame “this is about no new taxes, not the library” appears throughout the editorial newspaper texts in all five years of this study, a new component appears in the editorials that were written after the financial crash in 2008. These editorials reflect a theme that appeared in the public discourse concerning governmental entities and their spending habits. Writers begin to argue that

as much as we love our library, the time has come to say “no” to more taxes. …Individual Americans are working hard to cut expenses and live within their means. It is time for the public entities such as the library to do the same. (Hackett, 2009)

and “perhaps we are the ‘anti-tax crowd’ against irresponsible increased taxes in recessionary times when some are trying to save their homes from foreclosure” (Willoughby, 2010, p. A10). “This is about no new taxes, not the library” frame takes on the fiscal conservatism discourse that projects the concept of personal cost cutting measures onto government organizations. The writers assimilate this new aspect of fiscal responsibility and project it back onto the library funding campaign.

The frame “this is about no new taxes, not the library” is created through three steps. The first step is for the writer of the editorial newspaper text to comment that he sees the library as important to the community. The second step is for the writer to interject an
objection to the funding proposed despite his appreciation of the library. The final step is for the writer to unveil his fiscal argument against the new funding.

**Frame 3: Library Needs to Be More Fiscally Responsible**

Relating to “this is about no new taxes, not the library,” the frame that appeared the third most frequently in library funding campaigns was “library needs to become more fiscally responsible.” The frame appeared in 42 editorial newspaper texts, tying it with “this is about no new taxes, not the library” frame. This appeared in both successful and unsuccessful library funding campaigns. It was associated with six successful campaigns as opposed to eight unsuccessful campaigns. It appeared in every region investigated in this study except for the Northeast and the South. The “library needs to be more fiscally responsible” frame appeared in editorial newspaper texts written between 2005 and 2010 excluding the year 2008. The breakout of the frame can be seen from these excerpts from Table 1 and Table 2. The complete Table 1 and Table 2 are found at the end of this document. These tables demonstrate that there is a mixture of frames in the elections but this frame corresponded with more unsuccessful elections than successful elections.

<table>
<thead>
<tr>
<th>Frame</th>
<th>Editorials in Successful Elections</th>
<th>Editorials in Unsuccessful Elections</th>
<th>Total Editorials</th>
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<tbody>
<tr>
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From Table 1

<table>
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<tr>
<td>Library needs to become more fiscally responsible</td>
<td>6</td>
<td>8</td>
<td>14</td>
</tr>
</tbody>
</table>

From Table 2
This frame is constructed in two parts. The first part pleads for libraries to become more efficient in their spending.

Why isn’t the first course of business for them to look at collaborative ways to save tax dollars and improve services… when our elected officials bring forward cost-effective and efficient ideas for libraries, schools, and other services, I will be behind them 100 percent. (Campbell, 2006)

Or, “now, let us hope the library board and administration can concentrate their time more appropriately in deciding how to run operations more efficiently and utilizing technology within their means, rather than looking for a financial windfall…” (Palash, 2007). Often, the foundation for the frame is simply put: “There are many areas where costs can be cut. I think the library board needs to look at all of the areas where pennies can be pinched” (Courneya, 2007). Also, “let’s get back to the basics of what a library should be and run our library in a more economic manner” (Stoner, 2009). This component of the frame may be stand or alone or appear in conjunction with the part below.

The second part of the frame requests a more resourcefulness in finding funding. The frame builds on suggestions on how the library can find new streams of revenue. One writer suggests, “They can just shut the doors until they make an effort to cut expenses and start a user fee so the persons using the library pay for it” (Engelson, 2007). Another writer presents the idea

…I voted to reject the recent library levy because Fort Vancouver Regional Library policies aren’t even accessing conventional sources of library revenue….I consider it irresponsible for any public entity to seek additional funds while refusing to consider earning income from appropriate sources. (Guild, 2010)

This request to find alternative funding lines reflects the writer’s opinion that libraries are inefficient in their use of funding.
While the “this is about no new taxes” frame demonstrates an emergence of a new element after 2008 in the framing process with an emphasis of the library conserving funds as an individual might do, this comparison of a personal budget to a library budget appeared in the construction of the frame throughout the years of this study. One writer points out

But it would be hard to make a case for a bloated library system with too many sites and not enough money….I help run a household’s finances. It makes sense that one would try not to spend than is brought into the bank account each year. If any luxury times are desired, then the purchase is based on having the funds available to pay for it. If the money isn’t there, we do without, or we compromise on something more reasonable….Why not consolidate the library resources into one very good library with a reasonable price tag, instead of having multiple, unaffordable sites of mediocre benefit?” (Harrison, 2007, p. A6)

Other writers protest the library’s spending: “C’mon Library Board start thinking like it was your own money you are spending not ours. The pockets of the taxpayers of Bay County are not lined with unlimited amounts of gold” (Lauria, 2007). The construction of the “library needs to be more fiscally responsible” is influenced by the comparison of fiscal budgets to a personal budget through the years of this study. There emerges a focus on the economic downturn in the frames after 2008. For example, one writer notes

during these economic times, people have to tighten their belts and adjust their attitudes about money and how they will spend it, for now and in the future….It is time for those who run the city of Upper Arlington to tighten their belts and adjust their attitudes about how they spend taxpayer dollars. (Myers, 2009)

Another suggests

while support for our libraries is fundamental for community access to books and learning, their management of funds need to reflect the current economic times that we live in. Many families are having to trim their budgets and get by with less. It would behoove all for government-funded agencies to get in line with this current trend. (Fox, 2010)

The frame “library needs to be more fiscally responsible” is composed of two parts. The first part focuses on asking for libraries to become more efficient in their spending. The
second part suggests that libraries find an alternative revenue stream. There has also been an association with the concept of library budgets operating as personal budgets through the years in this study.

**Frame 4: Library Promotes Literacy and Education**

The frame that appeared the fourth most frequently in the funding campaigns was “library promotes literacy and education.” This frame appeared in 35 newspaper texts, which were analyzed for the study. This occurred in both successful and unsuccessful funding campaigns. It was associated with 15 successful campaigns as opposed to eight unsuccessful campaigns. The frame was used in elections in all of the geographical regions used in this study. The “library promotes literacy and education” frame appeared in the editorial newspaper texts between the years 2005 and 2010. The breakout of the frame can be seen from these excerpts from Table 1 and Table 2. The complete Table 1 and Table 2 are found at the end of this document. These tables demonstrate that there is a mixture of frames in the elections but this frame corresponded with more successful elections than unsuccessful elections.

Frame and Number of **Editorials** Associated With it

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<th>Frame</th>
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<th>Editorials in Unsuccessful Elections</th>
<th>Total Editorials</th>
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</thead>
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From Table 1

Frame and Number of **Elections** Associated With it

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<th>Frame</th>
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<th>Unsuccessful Elections</th>
<th>Total Elections</th>
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</thead>
<tbody>
<tr>
<td>Library promotes literacy and education</td>
<td>15</td>
<td>8</td>
<td>23</td>
</tr>
</tbody>
</table>

From Table 2
The “library promotes literacy and education” frame appeared in two distinct forms. The first form couples literacy and education with the children or youth of the area. The frame attempts to appeal to people by focusing on how the children will be affected and how there will be a loss to their education. As one mother described the library,

> it is a great place for our children to have fun while learning….Both have fun (maybe a bit too much) on the computers, discovering reading games, and other fun education activities….Libraries are educational resources that help meet our children’s education, cultural and recreational needs. (McLean, 2006)

The frame emphasizes that general education is a companion to the idea that without libraries children will fail to become readers. One writer states,

> However, my main purpose in writing in support of the bond election is to call attention to the major facet of libraries: the sheer joy in children’s eyes as they pick up books, pay keen attention to the varied programs offered by our library, and begin to develop a lifelong reading habit. (Thompson, 2006b)

The frame is a general plea to the community to support the future by providing education today. As one writer argues, “a good library is an important index on literacy, support of education, support of youth programs and our future….I hope all parents, mothers, and residents who are in support of education will come out and join together to support this quarter-a-day initiative” (Chang, 2006).

The second form of the “library promotes literacy and education” frame is the emphasis on the general need for literacy. An element of this form of the frame centers on the idea of library as a place for the community to go to learn in general. This element may harken back to the original concept of the library as providers of adult education which helped integrate immigrants into society. It may focus on Carnegie’s concept of the public library:

> His [Carnegie] initial project in 1881 and continuing through 1917 was to establish public libraries so that every immigrant like himself could have access to an
education….All could educate themselves to share in America’s richness if they so desired. The closing of the Jackson County library system is a closing of the schools for citizens beyond public school age. (Wells, 2007)

Or, it may focus more on the Americanization of society, “Public libraries provide advocacy and literacy to all people, not just those endowed with private resources. Without libraries, the literacy of our citizens, our nation will cease to exist” (Gates, 2010).

In addition to the historical element, another element of the frame appears in the commitment of the library to provide education for all members of the community. This may be as simple as acknowledging that the library provides literacy and educational support. Writers proclaim, “who can say that a vibrant new library would not be just the resources that many need to spark the kind of learning that can change lives” (Francis, 2005) or “the Louisville Free Public Library may be the only free educational resources left in our community” (Hunter, 2007). The frame may also point out that the mission of the library is literacy. One writer wrote, “The Santa Clara County Library System wants to keep literacy alive and well in the nine cities and other unincorporated areas it serves…. Asking the taxpayers to contribute $45.66 a year is very little considering the wealth of educational materials freely available” (Anonymous, 2005b). In addition it might mention what happens if the library isn’t able to provide the literacy assistance: “We would hate to think of the hit Washington County literacy would take if the levy dropped….A growing library is a cornerstone in an educated community” (Gallagher, 2010).

The frame “library promotes literacy and education” reflects the public’s perception of the library as a literacy provider. The frame can take two forms. The first form concentrates on the literacy support provided for children of the community. The second form looks at the library and education in general, especially for adults. The writers who
present these frames frequently emphasize how the library contributes to the overall literacy of the community.

**Frame 5: Library Trustees/Board Members/City Council Have Not Been Truthful/Fiscally Responsible to the Community.**

The frame that appeared as the fifth most frequent frame in library funding campaigns was “library trustees/board members/city council have not been truthful/fiscally responsible to the community.” The frame appeared in 28 editorial newspaper texts. This occurred in both successful and unsuccessful campaigns. It was associated with six successful funding campaigns as opposed to seven unsuccessful campaigns. This frame was used in all of the geographical regions in the study except for the South. The library is untrustworthy frame appears between the years 2006 and 2010. The breakout of the frame can be seen from these excerpts from Table 1 and Table 2. The complete Table 1 and Table 2 are found at the end of this document. These tables demonstrate that there is a mixture of frames in the elections but this frame corresponded with more unsuccessful elections than successful elections.

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<th>Total Editorials</th>
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From Table 1

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<tbody>
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<td>Library trustees/board members/city council have not been truthful/fiscally responsible to the community;</td>
<td>6</td>
<td>7</td>
<td>13</td>
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From Table 2
This frame appears in conjunction with library funding campaigns when the population feels that the library did something unethical, presented information that was not truthful, or did something that was fiscally irresponsible. The frame always shows strong emotion towards the library and its failure. It is frequently presented as an explanation of why voters should not vote for the funding request. One author rants,

For starters, many voters hold county government responsible for knowing or suspecting and for many years— that federal timber receipts eventually would evaporate, leaving the county in serious financial straits. They are angry that the issue was not addressed sooner and wonder why county leaders embraced construction of 15 new libraries when it was clear the money to operate them could be in question. They are angry that library money, once in a pot of its own and now rolled into the county general fund, can be pulled away from libraries in this way. (Anonymous, 2007b)

Another fumes,

Indeed, their [Library board and staff] objective was to suppress discussion on these considerations in fear that their special interest would lose in an open informed debate. Like all true believers, they could not tolerate competition—even in a situation when lives are at stake. Now with Measure FF we are confronted with a reprise of the same arrogant (or is it fanatic) behavior by the library with its conceit that its needs trump all others. (Krumme, 2008)

While these examples of the frame’s elements were complex in their arguments, others simply stated the reason the writer views the library as untrustworthy. One writer points out, “It appears to me that the trustees have not listened to the residents and proposed their ‘wants’ rather than what the town ‘needs” (Merrimack, 2006). While another one exclaims, “I wouldn’t volunteer one more hard-earned penny to those who’ve handled the library funding. The fiscal irresponsibility shown thus far would lead a logical person to conclude that future funding would be wasted as well” (Fung, 2007). Finally, one writer notes,

The … Public Library cannot legally build the library building that they have been showing to the public. They have terminated the architect that designed the library building we thought we were going to vote on. This means we cannot use his
designs….I believe that they would not have told the public that they could not use the building plans that they have been showing until they were questioned about their legal problems with the architect that designed the building we have been looking at. They should cancel this vote and schedule another voting date after they hire a new architect and have approved the building design. They are proceeding to still have the vote without an approved design. This should be illegal if isn’t already. (Bogart, 2008)

While there may appear to be parallels between other frames such as “library needs to be more fiscally responsible” or “library is disconnected from the community,” this frame of irresponsibility was always coupled with an ethical concern for the library. The frame also has an element that the author focuses on a particular event or episode in the library’s history. The two frames mentioned above tend to be more general in nature and did not focus on one event.

Frame 6: Library is About Books

The frame that appears as the sixth most frequent frame in the study was “library is about books.” This frame appeared in 23 editorial newspaper texts. This occurred in both successful and unsuccessful library funding campaigns. It was associated with 10 successful elections as opposed to seven unsuccessful campaigns. This frame was used in all of the geographical regions of the study. The “library is about books” frame appeared in editorial newspaper texts between years 2006-2010. The breakout of the frame can be seen from these excerpts from Table 1 and Table 2. The complete Table 1 and Table 2 are found at the end of this document. These tables demonstrate that there is a mixture of frames in the elections but this frame corresponded with more successful elections than unsuccessful elections.
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<td>Library is about books</td>
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<td>12</td>
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From Table 1

Frame and Number of **Elections** Associated With it

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<th>Frame</th>
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<th>Unsuccessful Elections</th>
<th>Total Elections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library is about books</td>
<td>10</td>
<td>7</td>
<td>17</td>
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From Table 2

While books correspond to literacy, this is a separate frame that centers on the importance of books to the library and how people view the library as a central repository of books. This is the one frame that has both negative and positive elements to it as opposed to the others which are distinctively positive or negative.

The frame is frequently found in three different flavors. The first flavor is one of nostalgia with the library. One writer reminisces, “I felt regal ambling through stacks of books positioned in the lush setting….To my amazement, I discovered books perfect for beginner readers….She [my mother] gained knowledge from volumes of literature borrowed from her favorite Bon Air Branch” (Arnett, 2007). A second writer proclaims,

> It is a place where I can go and get books to read for entertainment as for school projects and research. When I need some sort of book for school, I can come to the library and check it out there….Each library contains books for all ages. It has different types of books, which range from mystery to fantasy to fiction to nonfiction. The system is well organized, which makes books easy to find. (Khandkar, 2007)

A third writer waxes, “Books are the ideal escape, seeing us through life’s bad times with none of the messy consequences of alcohol, drugs or adultery. The Lewis and Clark Library has thousands of these marvelous vehicles, ours for the asking” (McGonigle, 2008). This flavor of “library is about books” frame is always a positive in its presentation.
A second flavor of the “library is about books” frame focuses specifically on the books and what the library does or do not carry. It can be constructed as a reason both for and against a particular funding measure. The writer crafts the frame so it reflects either a negative or positive viewpoint. One writer points out “the library does not, however, contain a first-rate collection of books. I have to wonder if a storehouse of knowledge that can’t stock it shelves is ready to go out on its own” (Thompson, 2006a). Another writer comments on the library plans and the use of space for books:

The library pictures in Monday’s Life & Arts section of the paper show very poor design for buildings where the object is to gain knowledge of the printed word. …Notice the bent necks of the two browsers in the ‘stacks” and how few books are available….Spend money on books and shelves, not open space and coffee bars. (Barber, 2006)

A third argues “this letter is to anyone who has noticed their favorite library isn’t stocking as many new books….It’s important to have the library open as much as possible, with as many books as possible” (Scheller & Scheller, 2006).

The third flavor of the “library is about books” is a negative frame that argues against the funding of libraries. This negative frame centers on the idea that the library is only about books so will be obsolete with the changing climate of print resources. One writer asks, “Why spend a lot of money to make room for more books when the trend is certainly in the opposite direction?” (McDonald, 2006). Another writer specifically points out the Internet and how it changes society’s accesses to books. He remarks that there has been no discussion of alternatives or changes coming. Internet search engines already make available what will certainly become the world’s greatest library. It will be made available online, most free or for a nominal price (for the books that are still under copyright protection). Google already has more than 12 million books in digital form! Amazon.com and Microsoft are also preparing their own online libraries. (Golyansky, 2009)
The frame “library is about books” comes in three different forms or flavors. The first is a positive form that reflects a nostalgic point view of the library and how important books are to individuals. The second is a neutral one, which is concerned with the library’s collection of books. The third is a negative one, which views libraries as obsolete because of the changing nature of information.

**Frame 7: Library is an Economic Factor in the Community**

The frame that appeared as the seventh most frequently in library funding campaigns was “library is an economic factor in the community.” The frame appeared in 17 editorial newspaper texts. This occurred in both successful and unsuccessful library funding campaigns. It was associated with six successful campaigns as opposed to seven unsuccessful campaigns. This frame appeared in the Mid-Atlantic, Midwest, Southwest, and Northwest regions. The “library is an economic factor in the community” frame appeared in editorial newspaper texts between 2006 and 2010. The breakout of the frame can be seen from these excerpts from Table 1 and Table 2. The complete Table 1 and Table 2 are found at the end of this document. These tables demonstrate that there is a mixture of frames in the elections but this frame corresponded with more unsuccessful elections than successful elections.

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From Table 1

**Frame and Number of Elections Associated With it**

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<tr>
<td>Library is an economic factor in the community;</td>
<td>6</td>
<td>7</td>
<td>13</td>
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</table>

From Table 2
This frame focuses on the economic impact that a library can have in a community. Members of the chamber of commerce who write in support of the library’s funding campaign frequently construct this frame. It can also appear in a letter to the editorial written by a friend of the library. Rarely does it come from a private citizen.

The frame has two different forms. The first form generalizes the library’s financial impact on the community. As one writer comments, “A strong public library is an important economic and educational engine for our city and for all its businesses and residents….A strong public library bolsters property values and helps create an inviting community for prospective residents and business alike” (Wells, 2010). A second writer focuses on the impact of libraries on small business. He remarks,

The business community needs to appreciate the link between a steady local economic development and libraries….Libraries today are not passive observers in our community: they are active participants in helping build the business infrastructure….As a business owner or business manager, you have a tremendous interest in an open functioning library system. (Olney, 2007)

A third writer links it to the economic down turn and how it will help to reverse it. He notes,

For months we’ve all been fixated on economic concerns….Construction costs are down, the need for building jobs is pressing and crucial to continuing our city’s healthy economic growth, the new library would be part of a city/civic complex that would spur private development around it. Several years from now we’ll see new sources of sales tax revenue lightening the burden of local property taxes we all share. (Smothers, 2009)

Finally, one writer presents the frame in a succinct comment: “to maintain our economic competitiveness in the future, we need to expand our library system” (Vandorsdel, 2006).

While the first form of the frame focuses on the broad concept of the library and its economic impact, the second form focuses on how the library specifically helps the economy. This may be used in conjunction with the first form or it may be used alone. One writer gives an over view of the effects on the community. He comments,
But, what I didn’t know was the impact the new library was going to have on downtown Tillamook and on the economic improvement of the county as a whole….The new library has drawn business to the downtown like a magnet and has brought shoppers….I’m asking you to invest. We can either invest in our future as an economically viable and livable community or we can hunker down and watch moss grow. (Kesey, 2007)

The frame may also focus on a big picture item with specifics as noted by one writer:

Passing 1 will help to leverage these private and state dollars…This is the right time to invest in our community infrastructure. Investing makes good business sense as well, Standard and Poor’s upgraded Anchorage’s bond rating AA two years go. Also, these investments will enhance Anchorage’s appeal to new investor and business. (Rasmussen, 2008)

The frame also uses the more specific information to discuss the library’s return on investment to the community. Writers proclaim, “Approving this referendum is an investment in your community. Study after study finds that every dollar invested in a library brings four dollars back to the community” (Troy, 2008) and “Libraries are a good investment in the community, and studies show a return of $4 to the community for every $1 invested” (Middleton, 2009).

The frame “library is an economic factor in the community” comes in two forms. The first form focuses on how libraries influence the economy in a general fashion. The second form address the library’s economic benefits such as return on investing in the library though tax dollars. These two forms may be used separately or together.

**Frame 8: Library is a Bargain**

The frame that appeared the eighth most frequently in the library funding campaigns was “library is a bargain.” It was tied with “Library is an economic factor in the community” as it appeared in 17 editorial newspaper texts. This occurred in both successful and unsuccessful library funding campaigns. It was associated with six successful campaigns as opposed to five unsuccessful campaigns. It appeared in the same geographic regions as the
“library is an economic factor”: Mid-Atlantic, Midwest, Southwest, and Northwest. The “library is a bargain” frame appeared in the editorial newspaper texts between 2006 and 2010. The breakout of the frame can be seen from these excerpts from Table 1 and Table 2. The complete Table 1 and Table 2 are found at the end of this document. These tables demonstrate that there is a mixture of frames in the elections but this frame corresponded with more successful elections than unsuccessful elections.

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<tr>
<td>Library is a bargain</td>
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From Table 1

Frame and Number of **Elections** Associated With it

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<tbody>
<tr>
<td>Library is a bargain</td>
<td>6</td>
<td>5</td>
<td>11</td>
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From Table 2

While “the library is bargain” is tied with “library is an economic factor in the community” for the number of frames, it is very different in nature. This frame appeals to the reader directly by illustrating what she will receive from voting for the library funding as opposed to the “library is an economic factor” which appeals to the community good and benefits to all. This frame is one of the most factual in nature. The editorial writer argues a personal benefit to the reader. The writer frequently includes in the frame what the voter will receive in return for the increase in the funding. A simple construction of this frame is: “Let’s see, an extra $1.50 a week to support a truly valuable community resource like the library. Less than 25 cents a day. Something is wrong when we turn our backs on services that add so much to the community” (Augaitis, 2010); or “the world comes to you, whether it’s through
the computers, books, magazines, DVDs, CDs or free classes and programs for adults and children. The price is what a couple of trips to McDonald’s cost. There isn’t a better value or bargain anywhere” (Robertson, 2008); or “at a projected average annual cost of $21.77 per year, these service cost me a whopping $1.81 a month. Where you could find a better bargain? Blockbuster? Boarders? Netflix? …These facilities will provide benefits far in excess of the investment” (Wasson, 2006).

The frame can also display a more complex construction which provides more details on the benefits to the library user. One writer notes,

In hard times, we need to continue our support of valuable public organizations, organizations that give back to the community more than they cost its residents….Libraries provide valuable services that save patrons money….We got a good return on our investment our library. If you read one library book a monthly, you will save about $325 each year over the cost of buying those books. If you borrow three CDs per month, you will save about $540 per year. If you read two magazines per month at the library, you will save about $120 per month….You can use the library as much as you like and there are never an additional charges. What a value! (King, 2009)

While another writer presents this idea,

everyone loves a bargain, so please spend your money wisely and vote yes for the library millage. A small investment of $20 a year for $100,000 home ($50,000 taxable value) will keep operations going for nine more years. This same $20 of personal investment might only buy you a couple of books, CDs, DVDs or movie tickets. Our libraries offer information, knowledge, entertainment, computer usage, classes and so much more to every citizen in our community. (Willson, 2008, p. A14)

The “library is a bargain” frame presents a simple cost benefit analysis to the library user. It will give a comparison of the cost to something the reader can relate to and then use that item to illustrate what the user will get in return for voting for the library funding campaign.
Frame 9: Libraries are Fiscally Responsible

The frame that appeared the ninth most frequently in the library funding campaigns was ‘libraries are fiscally responsible.’ The frame appeared in 16 editorial newspaper texts. This occurred with both successful and unsuccessful library funding campaigns. It appeared in conjunction with six successful campaigns as opposed to seven unsuccessful campaigns. This frame was used in all of the geographic regions in the study but the South. “Libraries are fiscally responsible” appeared in editorial newspaper texts between 2005 and 2010. The breakout of the frame can be seen from these excerpts from Table 1 and Table 2. The complete Table 1 and Table 2 are found at the end of this document. These tables demonstrate that there is a mixture of frames in the elections but this frame corresponded with more unsuccessful elections than successful elections.

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<thead>
<tr>
<th>Frame</th>
<th>Successful Elections</th>
<th>Unsuccessful Elections</th>
<th>Total Elections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Libraries are fiscally responsible</td>
<td>6</td>
<td>7</td>
<td>13</td>
</tr>
</tbody>
</table>

From Table 2

This frame is the counter point for “libraries need to be more fiscally responsible.” It focuses on how the library is spending taxpayers dollar’s in an ethical fashion. The frame frequently commends the library for their fiscal responsibility. One writer writes, “We applaud the leaders of the Louisville library for making the difficult decisions in recent years that falling state support has required…..Such decisions are never easy. Library directors
have been responsible stewards of public funds through a difficult period” (Anonymous, 2009). Another editorial writer remarks,

> The Huntley Area Public Library has been serving its residents well for a long time, meeting increasing demands within reasonable financial restraints even as the area’s population exploded….Library leaders have laid out the costs in detail and have proved to be capable, serious, and successful stewards of taxpayers’ money from some years. (Anonymous, 2005a, p. 16)

While a third commends the library in suggesting,

> we are lucky to have a very nice library that has always been managed responsibly. When the library was built in 1981 a conservative approach was taken ….Again, the plan is conservative. It addresses immediate needs. It could be much grander to allow for growth in the future, but again the library board has opted to ask for just what is needed now, which is important in this economic environment. (Ingram, 2010)

This frame stresses how well libraries manage their funds.

**Frame 10: Library is Disconnected from the Community**

The last frame to appear in the top 10 was “library is disconnected from the community.” This frame appeared in 10 editorial newspaper texts. This occurred only in unsuccessful library funding campaigns. It was associated with four of these. This frame was only used in the Midwest, Mid-Atlantic, and Northeast regions. In addition to appearing in only a few select regions, “the library is disconnected from the community” appeared in editorial newspaper texts between the years 2007 and 2009. The breakout of the frame can be seen from these excerpts from Table 1 and Table 2. The complete Table 1 and Table 2 are found at the end of this document.

Frame and Number of **Editorials** Associated With it

<table>
<thead>
<tr>
<th>Frame</th>
<th>Editorials in Successful Elections</th>
<th>Editorials in Unsuccessful Elections</th>
<th>Total Editorials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library is disconnected from the community</td>
<td>0</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

From Table 1
Frame and Number of **Elections** Associated With it

<table>
<thead>
<tr>
<th>Frame</th>
<th>Successful Elections</th>
<th>Unsuccessful Elections</th>
<th>Total Elections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library is disconnected from the community</td>
<td>0</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

From Table 2

The frame emerged within the context of unsuccessful elections and appeared most often directly after the election. The writers of editorial newspaper texts used the frame to construct meaning when they felt the library staff, board, or trustees did not understand the community and its needs. The frame frequently reflected a feeling that the library was not listening to the message delivered by the community through the vote. One writer decries his amazement with the …Library board’s reasoning for the failure of the referendum. If 60 percent of the voters don’t want a new library, that should tell them something. It’s not because the voters were misinformed; it probably has a lot to do with the economy. (Bellmore, 2008)

Another writer states,

I know that myself and a lot of other folks were shocked to find that the take-away message … from the outcome of the vote is “Goshen hates education”….Rather…Goshen was given only one choice in the matter and found it too rich for its tastes. (Anonymous, 2008)

This frame may influence further funding campaigns as people internalize the frame by repeating it (Brewer, 2002) when the voters feel the library hasn’t addressed the community’s concern.

**No Frame**

While frames are designed to sway people’s support for a particular viewpoint, they are not always found in every editorial. This was the case with the majority of editorials in the study’s sample. Two hundred forty three of the editorial texts displayed “no frame” concerning the library election. While this number may seem high, it was not unexpected. People have been trained to try to influence people’s opinions by using facts and figures to
develop a rational argument (Lakoff, 2009). Editorial writers would follow this ideal by presenting a rational argument that was in favor or against a particular funding campaign. This is despite the evidence that shows people do not respond to the rational idea instead they respond to the frames that reflect their values.

The “no frame” editorial texts were found in all regions of the United States and all geographical regions. The texts displaying no frames appeared in 32 successful campaigns and 26 unsuccessful campaigns. The “no frame” was found in every region of the country. It was identified in editorial texts between 2005 and 2010. This demonstrates that the rational argument idea is deeply embedded in the public’s ideas.

The rational argument, which resulted in a code of “no frame,” appeared most often in editorial newspaper texts that were written by people officially connected with the library such as friends of the library or library trustees/board members. The editorial staff of a paper tended to use this form for their editorials as well. These individuals wrote just the facts nothing but the facts in their editorials. As one secretary of a friends group explained,

The current library opened in 1999. It was designed to serve 15,000 patrons, but district population is now double that. In that time, items loaned per year also increased dramatically from 126,515 to 387,636….Those who visit know how tight the spaces are in aisles and especially around the tape and DVD areas on weekends. The same is true of staff areas where 35 employees with a full-time equivalent of 20 share computers, desks, printers, and storage space. It is important to note this referendum includes money to staff and stock the expanded library, not just to construct it. (Pfeifer, M, 2005)

A member of the civic group American Association of University Women detailed these facts:

If you own a $100,000 home, a yes vote equals $50 a year or less than $1 per week; The Saginaw Public Libraries receives 4 mills for general operations and Bay City is asking for only 1 mill.; The Grace A. Dow Memorial Library in Midland receives $92.45 per resident compared to $48.25 per capital in Bay City; and Bay City citizens
obviously have the need, desire, and belief in a strong library system. (King, 2007, p. A8)

The editorial board of a newspaper wrote,

In 1999, they fought over spending $10 million on a new library, and then they rejected the idea convincingly. In 2005, the City Council decided to build a library in Town Center without voter approval, but outraged residents forced them to change their minds....This year, city officials hired a consultant....The consultant drew up library overhaul plans ranging in cost from $1.59 million to $9.2 million. From these plans, the council picked a $4 million [plan]....It’s time to move forward with renovation and expansion. (Star-Telegram, 2007)

An editorial newspaper text was classified as “no frame” because it was too brief and there was not enough text to build a frame from it. One supporter writes, “There is no question that Coeur d’Alene is overdue for a new library. I encourage everyone to vote yes for the library bound on Feb.1” (Maxey, 2005). Another writer notes,

In view of the projected decline in revenues from property taxes, state aid and penal fines, the library cannot sustain operations at its 13 branches with the existing resources. We urge voters in Jackson County to support the District Library and vote yes on the 0.4-mill proposal. (Valenti, 2008)

Or as in this example,

I would like to share a quote with all the doubters as to the Pacific Grove Library being returned to its former level of service. The library is the temple of learning and learning has liberated more people than all the wars in history.—Carl T. Rowan. Please vote yes on Measure Q. (Griffith, 2010)

A third way that an editorial text may have been coded as “no frame” was if it was rebuttal to another editorial or a letter to the editor, or if it did not focus primarily on the library. One writer responds,

Someone is spreading the word that library employees are making $30 an hour. This is wrong. There were 117 employees and three-quarters of them were part-time. I was there over 20 years and made $13 an hour. Even the branch supervisors weren’t making that type of money. Please get your facts straight before your speak. Please base your vote on fact, not fiction. (Hannan, 2007)

A second writer chafes,
A recent pro-library-levy stated ‘a group that works against the efforts to keep our city top-notch…doesn’t research its facts very well.’ Yet another pro-levy writer encourages voters to compile information ‘from those they trust’ implying that a ‘vote ‘no’ on Issue 4’ group is not trustworthy. Neither author cites any specific fact to be in error nor any basis for doubting this group’s trustworthiness. I certainly hope the group to which they are referring is not Citizens for Change in UA!…Why? Because all of the facts presented by CCUA are true and are directly drawn from the Franklin County Auditor; Library Board Meeting minutes; the library’s own planning and engineering consultants and their reports; written documentation provided by the library director, and discussions with library staff. (Kerman, 2009)

A third example has a letter to the editor correcting another writer:

Marilynn Dunn Gustafson mentioned in her Oct 18 letter that renters should be aware that their increase should only be $25 with Measure Q supporting the Pacific Grove Library. According to Jim Becklin, director of management and budget for the city, the owner of the property built on two parcels will be billed $180 annually, $90 per parcel. For a duplex on such a property, that would be $90 per unit. (Marcum, 2010)

The “no frame” is one that appears frequently but is a fact based editorial or too short for a frame to be built.

**Public’s Opinions of the Public Library**

After determining the top frames in the study, the researcher examined the data to find answers to the second part of the first research question. This question was, “How do these frames reflect the public’s opinions of libraries between 2005 and 2010?” Table 3 reveals there is a strong correlation between the outcome of the election and the frames found in conjunction with it. A funding campaign with predominantly positive frames will be successful. A campaign with a majority of negative frames forecasts a failure. For unsuccessful elections, 70% of the frames were negative while 30% of the frames were positive. For successful elections, 59% of the frames were positive and 41% of the frames were negative.

In examining the correspondence between election outcome and frames in Table 1 and Table 2, four frames show the greatest influence on the outcome of the elections. The
dominance of the frame “library is a community center providing essential services” highlights the correlation that positive frames will lead to successful elections. This positive frame correlates with a successful outcome in 31 elections as opposed to 22 unsuccessful elections. The other positive frame that corresponded with successful campaigns most frequently was “library promotes literacy and education.” This frame corresponded with 15 successful elections compared to eight unsuccessful elections.

Two negative frames show a strong correlation with unsuccessful funding campaigns. The first frame “this is about no new taxes, not the library” corresponds with the most number of unsuccessful elections. This frame emerges in 16 unsuccessful elections compared with seven successful elections. The second significant negative frame was “library is disconnected from the community.” As noted in the previous discussion of the top frames, this frame is only found in unsuccessful elections. There are four unsuccessful elections associated with it. The remaining frames may correlate with the outcome of an election but the data is inconclusive.

In addition to correlation between the type of frame and the outcome of the election, the researcher discerned that certain frames corresponded with social ideas, fiscal concerns, or ethical issues. The researcher saw that there was dichotomy between the positive frames and the negative frames. The positive frames in the study mainly reflected social issues and the role libraries play in them. These frames such as “library promotes literacy and education”; “library is an economic factor in the community”; or “libraries support a democratic society” indicated that the library plays a positive role within the social aspects of the community. The negative frames in the study reflected concerns with fiscal issues or ethical concerns as opposed to social issues. While the frame “this is about no new taxes, not
the library” may subconsciously reflect the value the editorial writer places on the library, the overt frame talks about the financial impact of the library funding on the citizenry. The other fiscal frames are “library needs to become fiscally responsible”; “this tax/bond is irresponsible given our current economic climate”; and “funding should come from the users.” The remaining negative frames: “library trustees/board members/city council have not been truthful/fiscally responsible to the community”; “the library is disconnected with the community”; and “the voters said no in previous elections what part of no doesn't the library get” all reflect a form of an ethical question. The editorial writers’ focus asks why fund the library when the leaders are untrustworthy, cannot connect with the community, or continue to ask for funding after the voters have previously voted against it.

The frames analyzed in this study reflect a diversity of public opinion. Four frames, two positive and two negative, were identified as correlating with the outcome of the election. In addition to the effects of certain frames on elections, the researcher identified that certain frames reflected social ideals, fiscal concerns, and ethical dilemmas.

**Geographic Differences**

The second research question addressed in this study was, “Do different geographical and population regions of the United States have different frames concerning the public library? If they do, what are the differences between the regions?” This question sought to explore if there were any regional differences since it is perceived by the library profession that different regions of the country provide different levels of support. Figures 3, 4, 5 illustrate the break out of frames between the different geographical and population regions. The figures also illustrate the difference between successful and unsuccessful elections for these regions.
Cumulatively between 2005 to 2010, 42 combined population and geographical regions were analyzed. Out of these 42 regions, 33 regions had at least one frame associated with it. The elections sampled displayed only “no frame” in two geographic areas. This may be due to a low sampling for these regions. These elections were the Midwest region with a population under 25,000 with an unsuccessful election; and the Northwest region with a population over 250,000 with an unsuccessful election. Seven geographical regions did not have an election sample. There may be two reasons for this. The first is that there were no reported elections during the time period of this study for that particular population region. Second, there may be no opinion newspaper texts associated with the elections that were reported for this population and geographic region. The Southeast region had four elections with no samples: a population under 25,000 for both successful and unsuccessful elections; a population between 25,000 and 250,000 for unsuccessful elections; and a population greater than 250,000 for unsuccessful elections. Both the Midwest and Northeast regions had no samples for a population greater than 250,000 for successful elections. The Midwest, Northwest, and South regions had no samples for a population greater than 250,000 for unsuccessful elections. There is one area concentration for elections without a sample: the Southeast for all population and election outcomes and elections with a population greater than 250,000 for all election outcomes. The majority of the population and geographical regions did have an election sample with at least one specific frame associated with it.

There appears to be no correlation between geographical regions and population areas and a particular frame. In all but six of the geographical regions where there were elections sampled with frames, the dominant frame is “the library is a community center providing essential services.” This includes both unsuccessful and successful elections in all population
areas. There is not a second most dominant frame that follows the “library is a community center providing essential services” frame. Instead, there appears to be a great deal of variation in the frames that follow second after this frame. These secondary frames pull from all the frames analyzed although the majority of them do fall within the top 10. These frames include: “this is about no new taxes, not the library”; “library needs to be more fiscally responsible”; “library promotes literacy and education”; “libraries are fiscally responsible”; “library is a bargain”; “library is about books”; “library trustees/board members/city council have not been truthful/fiscally responsible to the community”; “library is an economic factor in the community”; “libraries change and enhance people’s lives”; and “library unites opposing viewpoints.” As with the public’s opinions, the geographic and population areas focus on social, financial, and ethical concerns.

While there may not be a direct correlation between a particular frame and a certain geographical and population region, a few patterns do appear. In the Northeast region, the second and third most dominant frames focus on financial or ethical issues. In unsuccessful elections with a population under 25,000, the second and third frames were “libraries are fiscally responsible” and “library trustees/board members/city council have not been truthful/fiscally responsible to the community.” For successful elections with a population between 25,000 and 250,000, the two frames are “this is about no new taxes, not the library” and “libraries are fiscally responsible.” The Northwest region, in three out of five elections outcomes, the second dominant frame is “library promotes literacy and education.” The South region, as with the Northwest, displayed a primary secondary dominant frame. This was “library is about books.”
While the three regions appear to have patterns associated with them, the other regions do not. The Midwest has no pattern associated with it. It is one of the few regions where “the library as a community center providing essential services” does not dominate. It is dominant in only two out of four election outcomes. In these two elections, the second dominant frames are “library is a bargain” and “library needs to be more fiscally responsible.” In the third election, the dominant frame is “libraries are fiscally responsible” with “the library is a community center providing essential services” as the second dominant frame. In the fourth election, there is “no frame.” In the two remaining elections, there were no samples. For the Mid-Atlantic region, three of the elections outcomes have “the library is a community center” as the dominant frame. For two regional areas, the secondary frames are “library promotes literacy and education” and “library needs to be more fiscally responsible.” The third election outcome has no second frame. For the remaining three elections, the three frames which dominate are: “This is about no new taxes, not the library”; “library needs to be more fiscally responsible”; and “library is about books.” The secondary frames for two elections are “library needs to become more fiscally responsible.” For the third election, the secondary frame is “library trustees/board members/city council have not been truthful/fiscally responsible to the community.” The Southwest region has the “libraries are community centers providing essential services” as it dominant frame for each of the six combined election outcomes. For these six elections there is no dominant secondary frame. The six secondary frames are: “library needs to be more fiscally responsible”; “library unites opposing viewpoints; “funding should come from the users”; “this is about no new taxes, not the library”; “library promotes literacy and education”; and “libraries change and enhance people’s lives.”
In analyzing the different election outcomes within a specific population and geographic region, the six election outcomes that did not have the “library is a community center providing essential services” as its dominant frame did display some interesting patterns. The Mid-Atlantic region had the highest number of these areas with three out of six. In these three regions, two had financial frames as the dominant frame. These were negative in nature. The dominant financial frames were “this is about no new taxes, not the library” and “library needs to be more fiscally responsible.” In two elections outcomes, the secondary frame also was negative: “library needs to be more fiscally responsible” and “library trustees/board members/city council have not been truthful/fiscally responsible to the community.” In the third election outcome, the dominant frame was “library is about books,” with the secondary frame being “library needs to be more fiscally responsible,” with the third frame being “library trustees/board members/city council have not been truthful/fiscally responsible to the community.” From this analysis, the Mid-Atlantic region was focused on financial issues over social issues. The three remaining regions had various dominant frames. The Northeast region is “this is about no new taxes.” The Southeast region was “library promotes literacy and education.” The Midwest was “libraries are fiscally responsible.”

This analysis of dominant and secondary frames for population and geographic regions with specific election outcomes illustrates that there is no correlation between population and geographic regions and the frames found in the funding campaigns for these areas. Patterns emerge such as the Northeast and Mid-Atlantic regions where a focus is on fiscal frames. Yet, other regions such as the Midwest and the Southwest have almost no patterns at all. Despite reported regional differences in the media, there are no geographical
differences in the public’s opinions of libraries in funding campaigns as displayed in the frames extracted from the opinion newspaper texts.

**Academic and Organizational Research Compared to This Study**

The final research question for this study is “How do these frames correspond with the organizational, academic, and professional research that has been done on the public’s perceptions of libraries?” The answer to this research question reveals some surprising results.

The organizational and academic research literature has focused primarily on social aspects of the library within society. It has focused on how the library is perceived as it related to the goods and services that the library provides to society. The organizational research carried out over 40 years presents several different perceptions of the library. These include the library as warehouse of books, library as an information provider, and library as service provider in the community (Benton Foundation, 1997; Colorado State Library, 1973; OCLC, 2005, 2008, 2011; Public Agenda, 2006). The academic research found several things that influence the public’s perception of library. These include the librarians at the library, the service the library provides, and the sources for information provided. While many of these corresponded with several of the frames that emerged in this study, it does not correspond with all of them.

The top frame in all of the elections in this study is “the library as a community center providing essential services.” This element of the public’s perception demonstrates the importance of the library to the community because of the services it offers. The frame covers a broad array of services such as early literacy, teen activities, books clubs, job assistance services, and community space. The concept of the public’s opinions being based
on the services the library offers appears in the history of the libraries. Wheeler (1924) postulated public opinion would be influenced through the services the library provided. This correlation between public services and the library’s centrality to the community emerged in several studies. The Public Agenda (2006) highlighted that the public saw the library as a contributing member of the community through its services. An OCLC (2011) report found that the public viewed the library as a valuable asset to the community. This idea was enhanced if a person used more of the library’s services because of the economic downturn of 2008. Two academic research studies pointed towards a community’s perception of the library being based upon its services. The one corresponding directly to this study’s findings is Majid, Anwar and Einsenschitz’s (2001). In their study, they found that the combination of collections, equipment, facilities, and skills of the staff worked to foster a positive opinion of the library with its patrons. Lilley and Usherwood’s (2000) research revealed the greatest influencer on the public’s opinion was the service that the public received. Each of these studies highlight how service to a certain community will influence the community’s perception of the library. These studies emphasize the importance of the library to the community and the services provided on influencing the public’s opinions. This corresponds with the primary frame of the study: “library is a community center providing essential services.”

The second frame having a high correlation with the organizational research is “library is about books.” This frame corresponded to a variety of research studies. The Colorado State Library’s (1973) uncovered that public library patrons saw the library primarily in terms of books. This was reinforced in the Benton Foundation (1997) report which discovered that people saw the library as a warehouse of books. In the Public Agenda
(2006) research, the public valued libraries as repositories of information. The 2005 OCLC report, *Perceptions of Libraries and Information Resources*, revealed that the primary brand that people associated with the library was books. This brand appeared again in 2010 with OCLC’s (2011) *Perceptions of Libraries, 2010*. This OCLC report found that despite advances in libraries providing technology that meets the needs of individuals, people were associating libraries even more with books. “Library is about books” frame is constant throughout time in the public’s perception of the library.

Several frames that emerged in this study were linked to the organizational and academic research. The other frames that were identified in the organizational research were: “library as information provider”; “libraries enhance and change people’s lives”; “library promotes literacy and education”; and “library is about the children.” “Library as information provider” appeared as a secondary brand in OCLC’s (2005) *Perceptions of Libraries and Information Resources*. From *Awareness to Funding: A Study of Library Support in America* (OCLC, 2008), touched on the frame “libraries enhance and change people’s lives.” This report presented the idea that people will vote for funding for the library if they see that the libraries were influential in people’s lives. In the same study, OCLC suggests a segment of supporters would correspond with the frame “library is about the children.” This segment was classified as kid driven and was likely to be probable supports of a library funding initiative. The Public Agenda (2006) report, *Long Overdue*, found that adult literacy and reading programs were a high priority for a community. This emphasis on providing adult literacy linked to the frame “library promotes literacy and education.” An examination of previous research revealed a correspondence between this study’s frames and the public’s perception of libraries as presented in the reports.
While the organizational and academic research highlights the social impact of the library on the public’s perception, very little research touches on the fiscal side of things. Only two fiscal frames feature predominately in the organizational research. This first is “libraries are fiscally responsible” This frame corresponds to the research that was uncovered in the Public Agenda report *Long Overdue*. It reports, “A majority of the public says its local libraries use tax money well” (Public Agenda, 2006, p. 20). This correlates directly to the frame “libraries are fiscally responsible.” The second fiscal frame that appears in the research is “funding should come from the users.” This emerges as a key finding in the Benton Foundation (1997) report *Building, Books, and Bytes*. This report finds that the public would be willing to pay extra fees to improve services. *From Awareness to Funding* (OCLC, 2008) hints at the “this is about no new taxes, not the library” frame in its survey of financially strapped segments but no organizational and professionally articulates it. The top financial frames that do not appear within organizational research are: “this is about no new taxes, not the library”; “library needs to become more fiscally responsible”; “library is an economic factor in the community”; and “library is a bargain.” This suggests that there is an element missing from the previous research.

In addition, two other top frames did not appear in either the organizational or academic research. The first is “library trustees/board members/city council have not been truthful/fiscally responsible to the community.” The second is “library is disconnected from the community.” These two negative frames are centered around specific communities in the study. This would indicate that the previous research misses elements that greatly influence elections at the local level. The organizational and academic research highlights some of the top frames from this research. The previous research concentrates on the social frame more
than the fiscal frames. There are also some frames that have not been articulated within the previous research.

**Limitations of research**

A primary limitation of this study was the researcher’s lack of specific knowledge about the editorial policy of the local newspapers where the editorial newspaper texts were drawn. The newspaper editorial staff chooses which editorials and letter to the editors to be printed. This choice is based on their editorial policies and political orientation. Since the researcher is unaware of the editorial policies, she is unable to verify if she is identifying the total opinion of the community towards the library. Two funding campaigns illustrate this limitation. Flint, MI has only four editorials published in conjunction with its library funding campaign. These display the positive frame of “library is a community center providing essential services.” Utica, NY has three editorials published in conjunction with it and these were two negative frames: “this is about no new taxes, not the library” and “funding should come from the users.” Both elections were successful. These two elections may illustrate an editorial bias to only publish things relating to the editorial values of the staff. In the case of Flint, the editorial bias may be pro-library and they chose not to print anything negative. Utica’s newspaper displayed a negative opinion of the library funding campaign. They may have only published editorials that reinforced their opinion.

A second limitation for this study is the reporting on the library funding campaigns and their outcome. This study had 52 successful elections compared to 25 unsuccessful elections between 2005-2010. Since the libraries self-report in the *Library Journal*’s annual election roundup, there may be a bias towards libraries reporting positive election outcomes.
as opposed to negative outcomes. This may result in an over representation of frames associated with successful elections.

A third limitation is the source used for this study. This study focused on local editorial newspaper texts written in conjunction with library funding campaigns. It did not explore other media sources such as magazine articles, blogs, or social media sources. Since these other media sources would represent other public voices there may be other strong frames of the library that did not appear in the editorial newspaper

**Conclusion**

This data analysis identified the top ten frames in the study through discourse analysis of the sample of editorial newspaper texts. The analysis probed how the public’s opinion was reflected through these top frames. It demonstrated the type of frames used in the elections could influence the election’s outcome. It analyzed whether there were differences in frames between population and geographic regions. This probing and analysis showed that there was no correlation between a certain frame and a particular election outcome; however, there was a general correlation between positive frames and successful elections and negative frames and unsuccessful elections. Finally, this study explored how the frames linked to previous organizational and academic research.

**Chapter 7**

**Implications and Future Research Implications**

**Implications**

This study stresses the role of language and its construction of meaning in studying the public perception of public libraries. The library profession, both professional practitioner and academic researchers, must be aware of how they construct their dialog with and about
the public. Previous researchers who sought to measure the public’s perception and opinion of the library may have constructed their research using the library profession’s frame of the public instead of the public’s own frame. This resulted in strong frames about the public library failing to be identified in the research. The public’s discourse needs to be examined through tools such as discourse analysis to identify how the public constructs their perception of the public library. The library profession needs to incorporate this discourse into the research about public perception and opinion to assure the research accurately reflects the public’s values and beliefs.

This study provided a rich dataset that reveals much about how the public constructs their frames of the public library during library funding campaigns. Through the study of framing, the study revealed a very complex view of the library socially, fiscally, and ethically. This complex view emerged as the researcher analyzed the language the public used to talk about public libraries. From this discourse analysis, the researcher identified the top 10 frames constructed by the public. These top frames are:

- Library is a community center providing essential services
- This is about no new taxes, not the library
- Library needs to become more fiscally responsible
- Library promotes literacy and education
- Library trustees/board members/city council have not been truthful/fiscally responsible to the community
- Library is about books
- Library is an economic factor in the community
- Library is a bargain
- Libraries are fiscally responsible
- Library is disconnected from the community

These frames expose the public’s opinions of the library. Taken together, the frames indicated both what the public values and where the library fails the community.
After identifying these top frames in the local public library funding campaigns, the researcher investigated the correlation of frames and the outcome of the elections. The researcher uncovered a correlation between the use of certain types of frames and election results. Positive frames dominated in successful elections and negative frames dominated in unsuccessful campaigns. These results indicate library leaders can gather support by getting people to promote positive frames of the library over negative frames.

The findings in this study provide the foundation for the use of framing to promote and gain support for the public library in the community. One method to promote the library through framing is an advocacy framing toolkit. This toolkit serves as a map for library leaders to guide them in the process of learning to construct and use frames to gain the public’s support. Its goal is to teach the leaders how to use the public’s language to develop these frames. The implications from this study indicates the framing advocacy toolkit should contain the following: a summary of the top ten frames and how they appeared in the discourse surrounding libraries; a guide for leaders to discover which frames are present in their community; process instructions to adopt the frames to the local language; and suggestions for promoting positive frames and reducing negative frames.

The second method for promoting the library arises from this study is the adaption of framing techniques used by social movement groups to gain support. These methods include frame bridging, frame amplification, frame extension, and frame transformation (Snow, Rochford, Worden, & Benford, 1986). The social movements use frame bridging to reach non-supporters by working with frames to highlight issues that are important to non-supporters such as education or fiscal responsibility. The study identifies two frames that might gain support from non-supporters: “library promote education and literacy” or
“libraries are fiscally responsible.” These frames can be used with the local language to construct a message to resonate with the non-supporters. Frame amplification builds a message that focuses on the community’s values and beliefs. The dominant frame “libraries are a community center providing essential services” highlights the value of the library to the community in its role as service provider. The library can also develop a message to combat certain beliefs such as “this is about no new taxes, not the library.” This study indicates library leadership can shift the discourse surrounding this frame by using language to bring to the foreground the library’s contributions and benefits to the community, demonstrating taxes are important. An alternate approach to battling “this is about no new taxes, not the library” is creating a discourse centered on the frames focused on the direct benefits to individuals such as “library is a bargain” or “library is an economic factor in the community.” Frame extension can extend the “library is about books” frame to help libraries focus the public on electronic resources the library offers to meet the needs of individuals in the current mobile environments. Frame transformation can recast the “library promotes literacy and education” frame to encompass 21st century trans-literacy skills. This study provides a foundation for using the four techniques used by social movement groups to create frames to build support for their group.

This study indicated that negative frames are the majority of frames associated with unsuccessful elections. Since OCLC (2008) indicated a downward trend in the fiscal support for libraries, libraries need to negate these negative frames to increase funding for libraries. This study identified four negative frames: “this is about no new taxes not the library”; “library needs to become more fiscally responsible”; “the library is out of touch with the
“library trustees/board members/city council have not been truthful/fiscally responsible to the community.”

While this study cannot determine if these frames, when presented in the editorial newspaper texts, influenced peoples’ votes, or if the frames published reflected the prevailing opinion of the voters, the distribution of these frames between successful and unsuccessful public library campaigns is significant as it serves as a warning to library leaders to be aware of negative frames within their own elections. The reason negative frames can be detrimental to funding campaigns is these frames resonating with people even if they are not true. The issue is not whether the frame is actually true but whether people view the information contained in the frame as credible. For this reason even if somebody is promoting a frame that is not factually true, libraries still need to work to counter these frames. The library should work to shift the frame by developing a new one. The library needs to reframe the negative language to promote the library in a positive manner and work to develop a new resonance with the public.

While library leaders should work to reframe the negative frames of the public library, this study indicates they should also work to promote the positive frames as they are associated with successful campaigns. For example, the frames “library is a community service providing essential services” and “library promotes education and literacy” can easily be incorporated into how the library leaders talk about the library with community leaders and the community itself. These positive frames can build up support for the library especially if the library can determine a way that people will use the frame in their conversations about the library.
The final implication of this study is the overall use of language within academic studies of the library profession. The frames identified in this study emerged from readings of public editorial newspaper texts found in local newspapers. Some of these frames corresponded to the public’s perceptions examined in previous studies. Others were never identified. This divergence in frames demonstrates that there is a disconnect between previous research and the public’s perception of libraries. This disconnect is an alert to the researcher to examine the language that is being used to construct research studies. The library profession needs to examine if it is the profession’s language constructing the research tools or is it the public’s language.

**Future Research**

The rich dataset used in this study lays the way for future studies. There are several future studies that the researcher would like to conduct. These three questions guide that research:

1. How did a library marketing or advocacy campaign occurring at the same time as the library funding campaign influence the discourse and frames the public used about libraries?
2. What is the public’s discourse and frames of the public library in other media such as blogs, magazine articles, newspaper articles, and social media?
3. What language do practitioners use when discussing advocacy surrounding the public and how does this language correspond with the frames identified in this study?

The first question for further research seeks to determine if there is any correlation between library advocacy and marketing campaigns and the public’s frame of the library.
The research would examine the frames that appeared in the editorials from the study and a particular local library marketing or advocacy campaigns. The study would be built around interviews with library directors, examination of the marketing campaign, and review of advocacy messages used by the library. This data collection would identify the frames the library disseminated to the community. These library frames would be examined in conjunction with the frames that were identified in this study. This comparison would investigate whether the frames used by the library correspond with the frames identified in this study. The frames would also determine if there is a correlation between frames and the outcome of the election. This research would focus on several elections to assess the impact of the library advocacy and marketing campaigns. This research could illustrate how effective the library’s message is on influencing the public’s frames.

The second research question seeks to address a limitation of this study. This new study endeavors to extend out the results from the current study to other media sources. This study would undertake to answer the question “What frames about the public library appear in other media sources such as magazine articles, blogs, and social media?” This study would work to identify frames in other media sources such as blogs, magazine articles, and social media such as comments on Facebook or tweets on Twitter. This research would be built on a similar methodology as the current study including framing and discourse analysis. The goal of this research is to determine if the frames identified in the current study are stable across other media sources.

The final research question is based on the two articles in the literature review by Gross (2007) and LaRue (2011). These articles highlighted how practitioners discuss the public’s perception of the public library especially in conjunction with advocacy. LaRue
constructed frames on the economic impact of libraries that he felt would gain support to combat three negative ballot issues affecting the library while Gross focused on education to reframe library’s role in a community that valued education. The question guiding this research is “What language do practitioners use when discussing advocacy surrounding the public library and how does this language correspond with the frames identified in this study?” This research would focus on the use of discourse analysis to examine practitioner articles from 2005 through the present to identify what language is being used to construct advocacy messages since advocacy is designed to build support for the public library. Once these advocacy messages are identified these would be compared to the frames in the current study. The goal of this research is to determine if library professionals, who deal with the public in their day-to-day work, develop similar language as this study’s frames to promote the library to the public.

**Conclusion**

This study demonstrates the role of language and discourse in the formation of the public perception of public libraries. It informs the professional on how the public directly talks about libraries and their role in the community. This knowledge of how the public talks about the library provides the profession with a strong tool for advocacy. It furnishes an alternative way to examine the public’s perceptions and opinions of the library. It lays the foundation for further research to examine how discourse outside the library profession influences how the public talks about the library. The research in this study reveals that the frames the public uses are essential for understanding the public perception of the public library.
REFERENCES


Jr., & A. E. Grant (eds.), *Framing public life: Perspectives on media and our understanding of the social world.* New York: Routledge.


Van Gorp, B. (2007). The constructionist approach to framing; Bringing culture back in. Journal of Communications, 57, 60-78.


Appendix A: Initial Data Collection Protocol

Data Collection Protocol

Case number:

Newspaper:

Type of item (circle the corresponding one): article, editorial, response to editorial

Date of item:

Title or emphasis:

Region (circle the corresponding one): Northeast, Southeast, Mid-Atlantic, Midwest, South, Southwest, Northwest

Size of city (circle the corresponding one): <25,000, >25,000 and <250,000, >250,000

Main focus (Can be appended as needed):

Frames displayed and coded (Can be appended as needed):

Brief description of editorial or comment:

Appendix B: Revised Data Collection Protocol

Data Collection Protocol

Case number:

Newspaper:

Type of item (circle the corresponding one): article editorial response to editorial

Date of item:

Title or emphasis:

Region (circle the corresponding one): Northeast Southeast Mid-Atlantic Midwest South Southwest Northwest

Size of city (circle the corresponding one): <25,000 >25,000 and <250,000 >250,000

Main focus (Can be appended as needed):

Frames displayed and coded (Can be appended as needed):

Campaign Results: Success Failure

Appendix C: List of All Frames Identified in Study

Library is a community center providing essential services;

This is about no new taxes, not the library;

Library needs to become more fiscally responsible;

Library promotes literacy and education;

Library trustees/board members/city council have not been truthful/fiscally responsible to the community;

Library is about books;

Library is an economic factor in the community;

Library is a bargain;

Libraries are fiscally responsible;

Library is disconnected from the community

Library is a civic point of pride

This tax/bond is irresponsible given our current economic climate

Funding should come from the users

Library is an information provider

Libraries change and enhance lives

Libraries support a democratic society

This is about the children

Library tax will allow the library to become financially stable or remain independent

The voters said in previous election what part of no doesn't the library understand
Appendix D: Mind Map of Frames

Figure D1 Mind Map of Frames
Appendix E: Breakout of Frames between Successful and Unsuccessful Elections

Figure E1 Mind Map of Breakout of Frames between Successful and Unsuccessful Elections
Appendix F: Break Out of Elections for Northeast and Southeast Regions

Figure F1 Mind Map of Break Out of Elections for Northeast and Southeast Regions
Appendix G: Break Out of Elections for Mid-Atlantic Region

Figure G1 Mind Map of Break Out of Elections for Mid-Atlantic Region
Appendix H: Break Out of Elections for Midwest and South Regions

Figure H1 Mind Map of Break Out of Elections for Midwest and South Regions
Appendix I: Break Out of Elections for Northwest Region

Figure I1 Mind Map of Break Out of Elections for Northwest Region
Appendix J: Break Out of Elections for Southwest Region

Figure J1: Mind Map of Break Out of Elections for Southwest Region
Table 1

*Frame and Number of *Editorials *Associated With it*

<table>
<thead>
<tr>
<th>Frame</th>
<th>Successful Elections</th>
<th>Unsuccessful Elections</th>
<th>Total Editorials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library is a community center providing essential services</td>
<td>91</td>
<td>51</td>
<td>142</td>
</tr>
<tr>
<td>This is about no new taxes not the library</td>
<td>11</td>
<td>31</td>
<td>42</td>
</tr>
<tr>
<td>Library needs to become more fiscally responsible</td>
<td>14</td>
<td>28</td>
<td>42</td>
</tr>
<tr>
<td>Library promotes literacy and education</td>
<td>24</td>
<td>11</td>
<td>35</td>
</tr>
<tr>
<td>Library trustees/board members/ city council have not been truthful/fiscally responsible to the community;</td>
<td>8</td>
<td>20</td>
<td>28</td>
</tr>
<tr>
<td>Library is about books</td>
<td>11</td>
<td>12</td>
<td>23</td>
</tr>
<tr>
<td>Library is an economic factor in the community;</td>
<td>6</td>
<td>11</td>
<td>17</td>
</tr>
<tr>
<td>Library is a bargain</td>
<td>10</td>
<td>7</td>
<td>17</td>
</tr>
<tr>
<td>Libraries are fiscally responsible</td>
<td>9</td>
<td>7</td>
<td>16</td>
</tr>
<tr>
<td>Library is disconnected from the community</td>
<td>0</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>
Table 2

*Frame and Number of Elections Associated With it*

<table>
<thead>
<tr>
<th>Frame</th>
<th>Successful Elections</th>
<th>Unsuccessful Elections</th>
<th>Total Elections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library is a community center providing essential services</td>
<td>31</td>
<td>22</td>
<td>53</td>
</tr>
<tr>
<td>This is about no new taxes not the library</td>
<td>7</td>
<td>16</td>
<td>23</td>
</tr>
<tr>
<td>Library needs to become more fiscally responsible</td>
<td>6</td>
<td>8</td>
<td>14</td>
</tr>
<tr>
<td>Library promotes literacy and education</td>
<td>15</td>
<td>8</td>
<td>23</td>
</tr>
<tr>
<td>Library trustees/board members/ city council have not been truthful/fiscally responsible to the community;</td>
<td>6</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>Library is about books</td>
<td>10</td>
<td>7</td>
<td>17</td>
</tr>
<tr>
<td>Library is an economic factor in the community;</td>
<td>6</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>Library is a bargain</td>
<td>6</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>Libraries are fiscally responsible</td>
<td>6</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>Library is disconnected from the community</td>
<td>0</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>
Table 3

Comparison of Positive and Negative Frames to election Outcomes

<table>
<thead>
<tr>
<th>Elections</th>
<th>Positive Frames</th>
<th>Negative Frames</th>
<th>Total</th>
<th>Ratio Positive to Total</th>
<th>Ratio Negative to Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Successful Elections</td>
<td>170</td>
<td>117</td>
<td>287</td>
<td>0.59</td>
<td>0.41</td>
</tr>
<tr>
<td>Unsuccessful Elections</td>
<td>42</td>
<td>96</td>
<td>138</td>
<td>0.30</td>
<td>0.70</td>
</tr>
<tr>
<td>Total</td>
<td>212</td>
<td>213</td>
<td>425</td>
<td>0.50</td>
<td>0.50</td>
</tr>
</tbody>
</table>
Figure 1 Process for Sampling an Editorial Newspaper Text

Review campaigns from Library Journals’ election roundup list. Does this campaign meet a demographic and regional need for the study?

Yes

Begin search for newspaper texts related to campaign

Search electronic newspaper databases. Find editorials?

No

Search internet for electronic versions of newspaper. Find editorials?

No

Go to next city on LJ’s list

No

Yes

Continue searching until all editorial texts are found. Go to next city on LJ’s List

Yes

Search electronic resources for abstracts of editorials. Found?

Yes

Request Interlibrary loan. Go to next city on LJ’s List

No
Figure 2: Breakout the Top 10 Frames and the Number of Frames Associated With Them

- **Library is a community center providing essential services**: 142 editorials
- **This is about no new taxes not the library**: 42 editorials
- **The Library needs to become more fiscally responsible**: 42 editorials
- **Library promotes literacy and education**: 35 editorials
- **Library trustees/board members/city council have not been truthful**: 28 editorials
- **Library is about books**: 23 editorials
- **Library is an economic factor in the community**: 23 editorials
- **Library is a bargain**: 17 editorials
- **Libraries are fiscally responsible**: 16 editorials
- **Library is disconnected from the community**: 10 editorials
Figure 3 Frames Found in Different Regions for Populations Under 25,000 for Successful and Unsuccessful Elections
Figure 4 Frames Found in Different Regions for Populations Between 25,000 and 250,000 for Success and Unsuccessful elections
Figure 5 Frames Found in Different Regions for Populations Larger than 250,000 for Successful and Unsuccessful elections
<table>
<thead>
<tr>
<th>Legend for Figures 3, 4, 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Symbol] Library is community center providing essential services</td>
</tr>
<tr>
<td>![Symbol] This is about no new taxes not the library</td>
</tr>
<tr>
<td>![Symbol] Library needs to become more fiscally responsible</td>
</tr>
<tr>
<td>![Symbol] Libraries promote literacy and education</td>
</tr>
<tr>
<td>![Symbol] Library trustees/board members/city council have not been truthful/fiscally responsible to the community</td>
</tr>
<tr>
<td>![Symbol] Library is about books</td>
</tr>
<tr>
<td>![Symbol] Library is an economic factor in the community</td>
</tr>
<tr>
<td>![Symbol] Library is a bargain</td>
</tr>
<tr>
<td>![Symbol] Libraries are fiscally responsible</td>
</tr>
<tr>
<td>![Symbol] Library is disconnected from the community</td>
</tr>
<tr>
<td>![Symbol] Library is an information provider</td>
</tr>
<tr>
<td>![Symbol] Libraries change and enhance people's lives</td>
</tr>
<tr>
<td>![Symbol] Library is a point of civic pride</td>
</tr>
<tr>
<td>![Symbol] Funding should come from the users</td>
</tr>
<tr>
<td>![Symbol] Library Tax will allow the library to become financially stable or remain independent</td>
</tr>
<tr>
<td>![Symbol] Voters said no in previous elections</td>
</tr>
<tr>
<td>![Symbol] This is about the children</td>
</tr>
<tr>
<td>![Symbol] This tax/bond is irresponsible given the current economic climate</td>
</tr>
<tr>
<td>![Symbol] Libraries support a democratic society</td>
</tr>
<tr>
<td>![Symbol] Library unites opposing viewpoints</td>
</tr>
<tr>
<td>![Symbol] No Frame</td>
</tr>
</tbody>
</table>
Resume

Amy Phillips

19725 Rosewood Ct. Parker, CO 81038 • (303) 854-7792 • alphillips22@gmail.com

EDUCATION

PhD Program - PhD Dominican University, 2012
  Dissertation: Framing the Public Library: The Public Perception of the Public Library in the Media

Master of Library Science, Emporia State University, 2004

Master of Arts: History, University of San Diego

Bachelor of Science: Economics and Bachelor of Arts: Mathematics, University of Iowa,
  Honors in Economics and a minor in English. Dual degrees awarded simultaneously.

PROFESSIONAL EXPERIENCE

Colorado Technical University 2009-present

2009-2012 Librarian

Managed multiple libraries located in Denver, Kansas City, Sioux Falls, and online library
Supervised, hired, trained, evaluated, and coached professional staff members, full time paraprofessional staff members and work study students
Partnered with Career Education Corporation central library to develop and provide virtual service for CTU’s online students
Developed and documented library policies and procedures with staff for day to day operations
Compiled annual budget for library
Worked to implement library strategic plan
Provided access to resources for students and faculty on multiple platforms include website, Moodle, and online academic portal
Created and implemented the CTU Library Steering Committee for cross university library development
Managed electronic resources including evaluations, negotiations, selections, and implementation
Performed face to face, email, phone and virtual reference service using online resources for a variety of academic disciplines and degrees ranging from associates through doctoral
Developed and provided information literacy training for students
Worked to promote the library by building relationships with external groups and different departments
Evaluated and managed statistics on library services, library traffic, database usage, and web site traffic
Provided copyright support and training for CTU faculty
Managed conversion of library data to new EOS integrated library system including evaluation and selection of new system, data migration, clean up of data, and setup of the system
Evaluated, managed, and weeded print collection
Presented program at annual Colorado Association of Libraries Conference in 2009
Selected to present at Southwest Days 2012-Narratives as Tool for Advocacy
Worked on committee which put together Colorado Libraries Lobby Day in 2009
Represented university at regional National History Competition as judge

**Pueblo City and County Library District**  
2008 - 2009  *Supervising Librarian at Barkman Library*

Provided face to face and phone reference with a variety of resources
Supervised, hired, trained, evaluated and coached 8 staff members including professional librarians and paraprofessionals
Supervised and evaluated volunteers
Reviewed, weeded, updated, and developed branch collection to reflect neighborhood needs
Complied annual budget for branch month reports and statistics for district report
Implemented merchandising and roving reference concepts to provide outstanding customer service

**Douglas County Libraries, Castle Rock, CO**  
2003 - 2008

2008  *Material Handler Supervisor*
2004 – 2008  *Reference Librarian*
2003- 2004  *Archival Processor*

Experienced with fast paced reference environment at a public library reference desk, virtual reference, and archival collection
Skilled searcher with variety of on-line databases including: Gale-Thompson databases, Ebsco and First Search to perform informational searches
Ask Colorado Representative for Douglas County Libraries includes staff training, marketing, and follow-up on staff issues and served on the Marketing Committee
Reviewed, updated, and developed district wide collection development polices as member of the Collection Development Committee
Handled collection development for reference, computer, history, and science areas in public library
Supervised, hired, trained and coached over 20 staff members
Created monthly schedules for Adult Reference and Circulation Departments using When to Work software
Compiled reference desk statistics
Developed and marketed innovative programming for public library and archival collection
Worked to develop community outreach to businesses and civic organizations
Mentored paraprofessionals
Worked with co-workers in a team environment to develop reference staff on-desk
competences, and a
centralized process for distributing tax forms.
Created courses and provided instructional assistance for adult information literacy courses
Presented program at annual Colorado Association of Libraries Conference in 2005 and 2006
Supervised and evaluated volunteers
Partnered with library district training department to create and co-teach course on library
merchandising
Updated processing policy and processed newspaper clippings, ephemera, and biography files
Utilized basic knowledge of fundamental preservation concepts on archival collections
Processed, arranged, described and cataloged collections for manuscript collection

**First Horizon Merchant Services, Englewood, CO** 1998-2003
  1998-1999 *Sales Support Coordinator*

Hired, trained, supervised, and evaluated employees in a small team environment
Performed analysis to determine profitability of company merchant base and presented recommendations
to increase profitability
Mined and analyzed data from SQL databases using MS Access; repackage mined data into reports and
surveys for senior management
Created procedure documentation for Business Analysis Department
Headed up special projects such as: implementation of semi-annual Visa/Mastercard rate increases
for over 40,000 merchants with a variety of rate structures; program signing up 10,000 merchants for Discover and Diners accounts; hardware lease and merchant billing cleanups
Worked in a team environment on conversion projects involving extensive data mapping of information
Utilized computer applications, including Microsoft Word, Access, and Excel, for preparing reports,
creating documentation, and designing forms
Reviewed profitability reports to assure gross margins were maintained
Provided front line contact for national sales force and merchants

**Denver Museum of Nature and Science, Denver, CO** 1996-present
  1997-present *Volunteer Library Assistant*
  1998-2003 *Educational Collection Volunteer*
Processed new acquisitions and interlibrary loans
Handled science based research questions
Cataloged cultural, biological, and geological specimens for the Educational Collection at
the Denver Museum of Nature and Science

ASSOCIATION MEMBERSHIPS
Colorado Association of Libraries
American Libraries Association
Public Libraries Association
ALISE

PUBLICATIONS
Guest Co-editor of Colorado Libraries 36(3).
   http://www.coloradolibrariesjournal.org/ejournal/show/1/ /7
Piecing together the past at the library. (2004, October 27). Castle Rock Daily Star, p. 6A